VOGUE

INCORPORATING VANITY FAIR



FASHIONS FOR COLLEGE • FURS • FABRICS

AUGUST 15, 1939 • PRICE 35 CENTS

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AIR STEP Shoes

which shall I choose for the rich fall colors?

. . . A GUIDE TO CHOOSING THEM



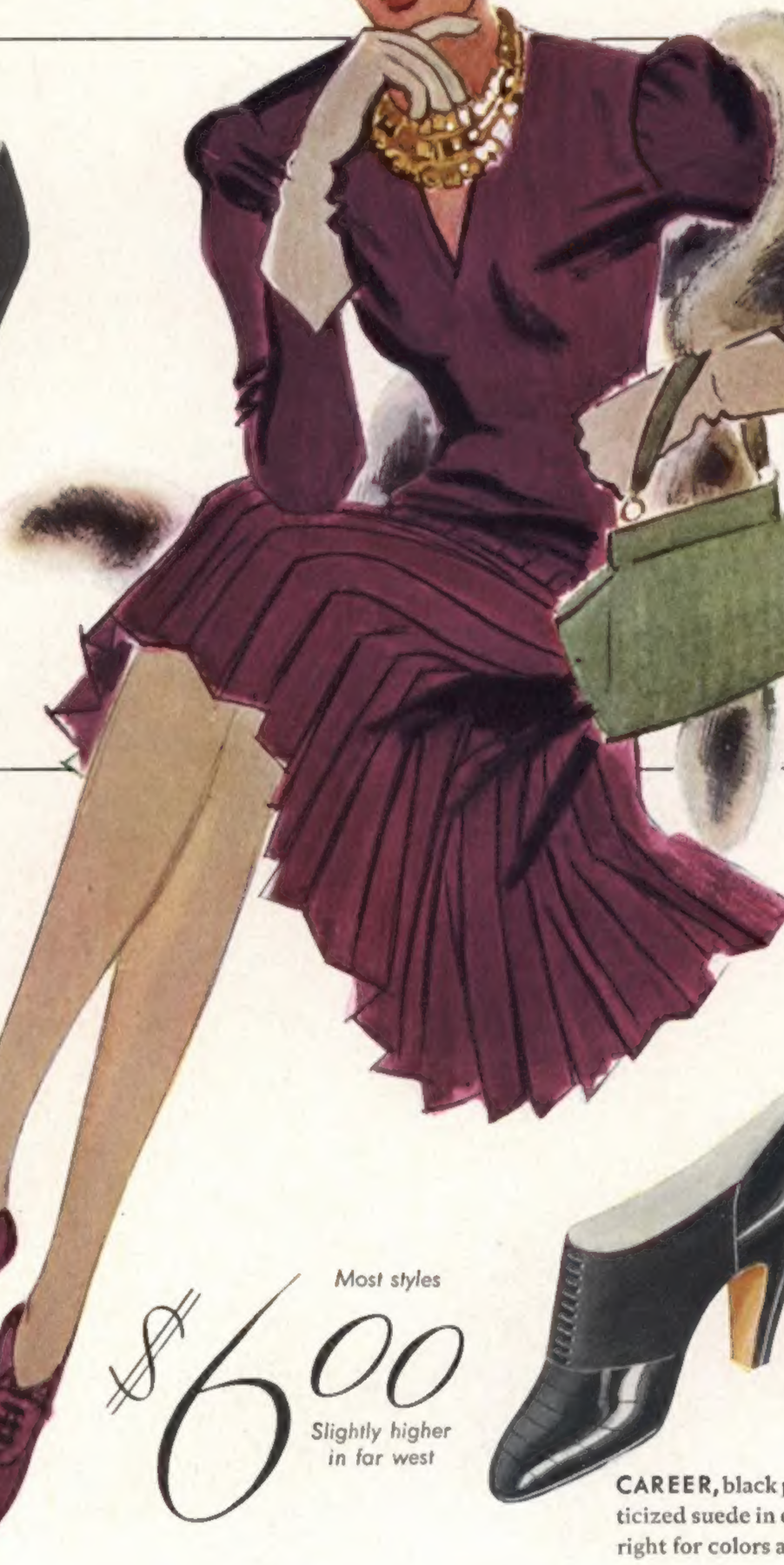




LANETT, brown kid in a light open design that is enchanting with a soft beige dress.



CAMEO, a gay little shoe in black suede, with patent lacing —a perfect accent for blue.





TAILLEUR, a smartly simple shoe in wine suede. Wear it with your new pink or wine wool.



CELESTE, an intricate design in blue suede and calf. Beautiful with the new rich warm tones.

Most styles

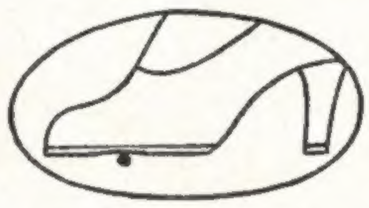
$6.00

Slightly higher in far west



CAREER, black patent and elasticized suede in combination—right for colors as well as black.

Now shoes can be in high style and comfortable, too . . . Everyone of these good looking new designs has the famous Air Step anti-fatigue sole. A tiny hidden cushion absorbs the jar of walking and leaves you fresh at five o'clock



The Pebble Test—an interesting experiment you can make at many Air Step stores. Step on a pebble in ordinary shoes—then in Air Steps. Feel the difference! Thousands of tiny air cells in the Magic Sole absorb shock—spare nerves.
BROWN SHOE COMPANY, ST. LOUIS



FOR

*Young Cosmopolitans

"TWEED TALK"

our three piece suit

For Fall

19.95

Most important feature of your gay Autumn program . . your go-everywhere tweed suit which takes you to station or stadium, city or campus. "TWEED TALK" has a well tailored coat with high-pockets and leather buttons, a matching skirt and a sweater blouse . . smart in combination or worn with contrasting clothes. It's a casual, good-looking trio made with Best's typical young simplicity. Multicolor flecks on wine, brown or grey tweed. 11 to 17. Mail orders filled.

*Reg. U. S. Pat. Off.

Best & Co.

Fifth Avenue, New York

GARDEN CITY MAMARONECK EAST ORANGE BROOKLINE ARDMORE GROSSE POINTE CLEVELAND HEIGHTS WASHINGTON, D. C.

"Fabric Magic"



SOON, for the first time, it will be possible to look smart in the rain! Some stores are already showing attractive raincoats and parasol-umbrellas fashioned of an entirely new magical fabric—silk "K-treated"* by Goodrich to make it forever waterproof, stainproof, almost wearproof. Here—for the first time—will be rainwear with *style*—raincoats with all the smartness of the newest sport coat or dress.

Any fabric can be K-treated (coated with Koroseal). Appearance is hardly changed a particle, no noticeable bulkiness is added—you can fold a raincoat into your handbag. And because this Goodrich development is a pure synthetic *containing no rubber,* K-treated fabrics have no odor, don't crack, can't discolor, never get tacky in hot weather nor stiff in cold. K-treatment is permanent. Stains can be wiped off with a damp cloth.



Anything can be K-treated*

Raincoats, parasols, shower curtains, tablecloths, aprons of smart K-treated fabrics are already being shown in some stores and more will soon be ready. Think of the possibilities for dressmaker bathing suits that would never look bedraggled, porch furniture upholstery you could leave out in the rain, children's clothing that could be cleaned with a damp cloth, sport dresses, draperies you could clean by shaking!

Washable, too

K-treated fabrics can be washed, ironed, sewn, if simple directions are followed. Hems can be turned with a hot iron. And remember, Koroseal makes the smartness of the fabric *permanent* and increases its wearing quality.

Look for this fashion-first in your favorite store. You'll have something entirely new and smart to be proud of—and anything K-treated* lasts so much better that you'll be doing your budget a favor, too. The B. F. Goodrich Co., Akron, Ohio.

THE NEW *K-treated* * FABRICS BY

Goodrich

*Trade-Mark of The B.F. Goodrich Co.

Vogue
August 15th, 1939

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Vol. 94, No. 4
Whole No. 1610

BEST'S

Fall Forecasts

Important new Fashions with the good taste so typical of Best's. Wear them now and on into Autumn.



V-57

V-57 *DRAMA OF BOWS . . spilling over the very wide skirt of a rayon taffeta gown. Note the new low waistline with its fine tucking. Black with red, eggplant with light blue, peacock with eggplant. 10 to 16. 35.00.*

V-58 *BODICE OF TUCKS . . soft horizontal treatment echoed by the bright belt-accent. Back fullness in the skirt. Black *Celanese rayon crepe with red, emerald, or royal. 12 to 20. 29.95.*

V-59 *SHADOW PLEATS . . suave and simple in rich *Celanese rayon crepe. The ideal "background dress" to set off your jewels . . to flatter you with its soft bodice pleating and back fullness. Black, deer brown, bluebell. 12 to 20. 29.95.*

*Reg. U. S. Pat. Off.

V-59

V-58

Best & Co.

Fifth Avenue, New York

GARDEN CITY MAMARONECK EAST ORANGE BROOKLINE ARDMORE GROSSE POINTE CLEVELAND HEIGHTS WASHINGTON, D. C.

De Liso Debs

DESIGNED BY PALTER DELISO

SHOES *Alive* WITH YOUTH

$8.75



There's just a speck of "show-off" mixed with the thrill of wearing De Liso Debs . . . they're that exceptional . . . that exquisite! The joy of beginning and reviving school associations . . . will be considerably heightened when you *know* your footwear is beyond reproach. De Liso Debs do start you off right!

NEIMAN-MARCUS

IN DALLAS

B. H. Wragge

matched wardrobe for undergraduates









B. H. Wragge, the famous men's shirtmaker, turns his attention to the perfect kind of simple, finesse-tailoring college girls adore. This new Fall wardrobe shows a strong British influence in the "George Rex" print of the blouse, in the bold plaid of the domestic wool, "Berkeley Square," and in the heathery diagonal tweeds. All dyed to match and interchange. All Exclusive with Bonwit Teller.

Sketched left. "George Rex" shirt in rayon and silk. Beige, purple heather, bog blue, gold. Wool skirt in cranberry, black, bronze green, grouse brown. Sizes 12 to 20. The blouse, 6.50 Skirt, 8.50

Right. Wool and rabbit hair cardigan, new-length sleeves. Natural with green, brown or cranberry, gold with black, blue with cranberry, heather with brown, 8.95 Skirt to match piping. 12 to 20, 8.95

Above. "Berkeley Square" plaid tweed jacket worn with diagonal wool skirt in green with natural, brown with heather, black with gold, cranberry with blue. Sizes 12 to 20. Jacket, 14.95 Skirt, 9.95

Center. Wool dress. Green, brown, heather, black, red. 12 to 20, 22.95

Left. Important-looking reefer with flaring skirt and slot pockets. Diagonal-tweed or plaid (to match jacket above) in green and natural, cranberry and blue, brown and heather. Sizes 12 to 18, 39.95

B. H. WRAGGE SHOP — SPORTS FIFTH FLOOR

Mail and telephone orders filled. Call ELdorado 5-6800

Bonwit Teller FIFTH AVENUE AT FIFTY-SIXTH ST., NEW YORK

ALASKA SEALSKIN ...FOR A YOUNG GIRL'S FANCY!



Young eyes
of 1939 turn toward
smooth, sleek *Alaska Sealskin,*
the fur with an accepted quality
heritage...the fur with a fashion future!
Its luminous charm, its velvety texture, its
"dressmaker" drapability combine to achieve the
most captivating styles of the year... princess designs for
young sophisticates . . . cheerful little swaggers for all-around
wear. Modestly priced...in the favored *Safari Brown* or ever-classic
Black. Wherever better furs are sold...FOUKE FUR COMPANY, St. Louis, Mo.
Agents of the U. S. Government for the Preparation and Sale of Alaska Sealskins.

U.S. GOVT. ALASKA SEAL SKIN
FOUKE
ST. LOUIS
DRESSING & DYE

This mark identifies all genuine U. S. Government Alaska Sealskins. Processed and sold for Government account since 1913 exclusively by FOUKE — ST. LOUIS



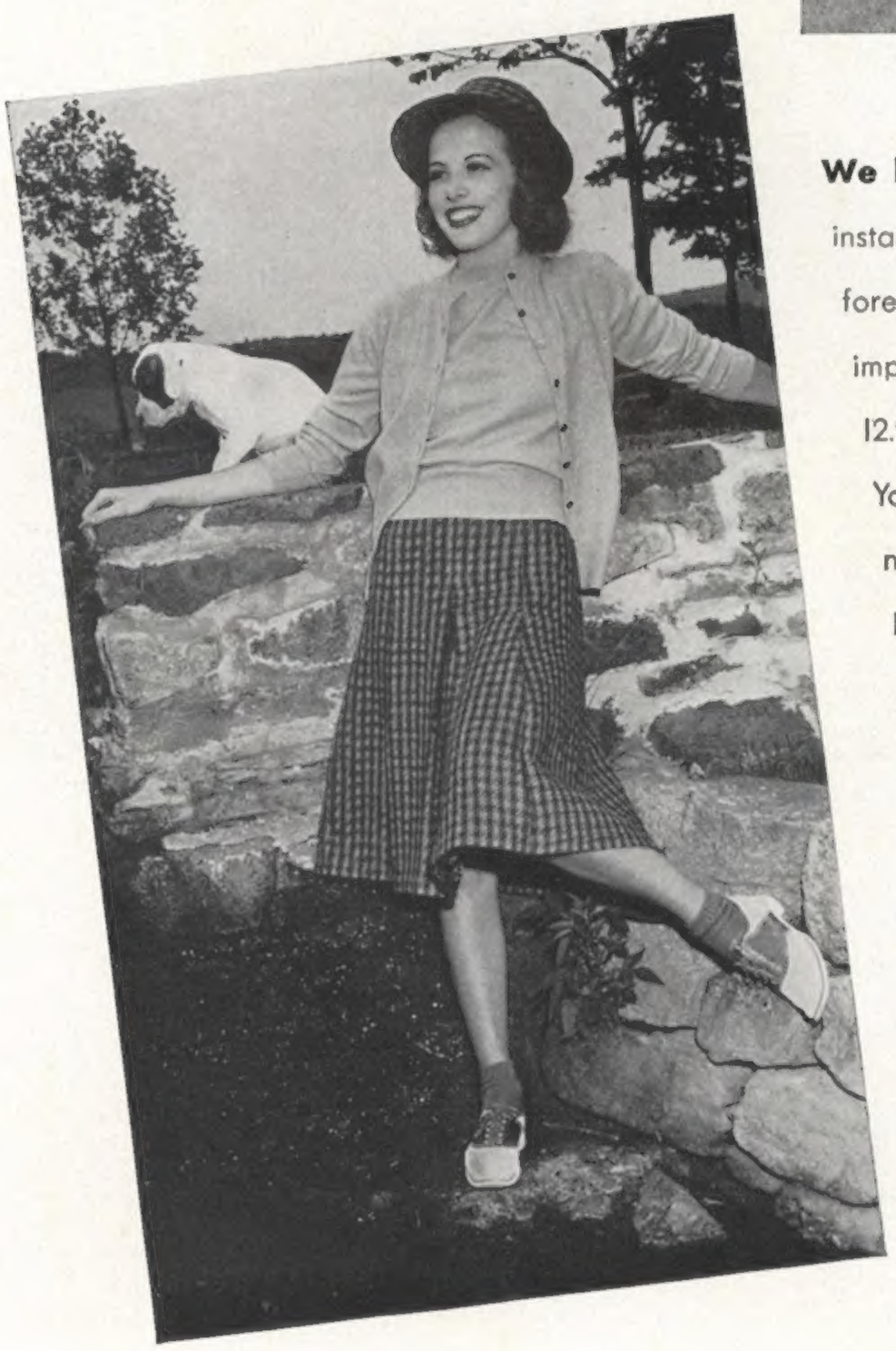
George Platt Lynes

Definitely—our Stroock camel hair series. For camel's hair is being taken up with a vengeance by the leading spirits this year, and you'll win added prestige with the soft, velvety Stroock quality, and our individual, exclusive styles. In natural-camel hair cardigan jacket with lined sleeves, 12-20, 17.95 Pleat front skirt, 10-20, 10.95 Reversible greatcoat of Clouddrift (camel hair with kid mohair and fine wool) lined with Cravenetted men's wear wool gabardine, 12-18, 39.95 Camel hair brass-buttoned jacket, 12-20, 19.95 (Red or brown imported plaid tweed skirt, 10-20, 10.95) The College Shop, on the Fifth Floor **Lord & Taylor...** Fifth Avenue from 38th to 39th Street, New York City





George Platt Lynes



We know what you want and we HAVE it—skirts and tops to establish—instantly—your reputation for originality. ABOVE—Skirt with beautiful swing, pleated fore and aft. Russet or blue imported District plaid tweed, 10-20, 10.95 (In monotone imported tweed or grey flannel, 8.95) Imported heavy Shetland seamless side cardigan, 12.95 (Pullover, not sketched, 10.95) Long sleeved convertible neck flannel shirt, 6.50 Yoke-top checked tweed skirt with two pockets. Wine and pink, peacock and natural, brown and yellow, 10-20, 8.95 Long sleeved full fashioned Premier Shetland Blend pullover. Dusty pink, pomegranate, sea green, blue, maize, natural, 32-40, 4.95; cardigan, 34-40, 5.95 Front and back pleated skirt of multicolor imported checked tweed, 10-20, 8.95 Full fashioned pullover of Premier pure cashmere, 32-40, 7.95; cardigan, 34-40, 9.95 OPPOSITE PAGE—Brass buttoned double-breasted little boy jacket of De Land all wool chinchilla cloth lined with wool jersey. Red, green, navy, brown, 12-20, 17.95 Unpressed pleat skirt of bright red or dark brown imported plaid tweed, 10-20, 10.95 Little boy jacket of heavy brown or green imported plaid tweed lined with red flannel, 12-20, 19.95 Stitched-hip pleated skirt of Lorraine Cordova Wool Crepe. Grey, dark or olive green, black, 10-20, 7.95; matching shirt top, 5.95. All exclusive.

THE COLLEGE SHOP, ON THE AIR-CONDITIONED FIFTH FLOOR

Lord & Taylor, Fifth Avenue from 38th to 39th Street, New York City





George Platt Lynes

"Lovely Duckling"...

Lord & Taylor's famous tub chenille lounge coat is as impressively luxurious at houseparties as it is snug for you to study in. More flattering than ever this year, with new, sweepingly full, chevron back. Smart chevron sleeves to match. Double-breasted with convertible neck, built-up shoulders. Downy soft, warm, finest chenille that wears and wears. Enchanting colors that wash like new—French blue, sea foam blue, wine, royal blue, dusty pink, white. 12 to 20, 40, 44. Very, very special at 12.95 "Lovely Duckling" bed-jacket with convertible collar, in sea foam blue, dusty pink, French blue, white. Small, medium or large. 6.95
On the air-conditioned Fourth Floor

Lord & Taylor

424 Fifth Avenue, New York City



George Platt Lynes

Two moods for dining . . . Be a split personality. Play to your audience of the moment. Set your stage with these two dresses . . . charmers that'll catch all eyes in the stag line.

YOU'RE A BREATHTAKING ROMANTIC in this rustling and beruffled evening gown with the merest hint of a bustle. The 1890 jacket tops a daring décolleté. Bottle green, firefly red, Picasso blue. Celanese* rayon, Gros de Londres taffeta. 10-18.

YOU'RE A WORLDLY SOPHISTICATE in this slim sheath of a dress studded with shining nail heads. Regina blue, Persian blue, autumn red or black. Celanese* rayon and silk Chamonese* crepe. Sizes 10 to 18.

EITHER . . . a mere 29.95 in our understanding Evening Shop on the Budget Floor, Second

Lord & Taylor . . . Fifth Avenue, from 38th to 39th Street, New York City *Reg. U.S. Pat Off.

SHOES ARE GOING CHI CHI THIS FALL but definitely



Fashion definitely is going more and more chichi. It started last Fall with hour-glass corsets, flounced petticoats and birds on hats which migrated for the Summer only to return now in greater flock. And so Andrew Geller shrewdly peeked into Godey's Fashion Book of the last century for ideas in shoes—ideas of gaiters, ruffles and lacing which he has modernized and carried out in all the newest Fall shades of exquisite suede tastefully embellished with silk soutache, patent and gabardine.

★ ★ ★ ★

ANDREW GELLER

Exquisite Footwear

537 FIFTH AVENUE

New York City

I. MAGNIN & CO.
FASHIONS THE COAST
SAN FRANCISCO • LOS ANGELES • SEATTLE
AND OUR OTHER CALIFORNIA SHOPS

New fall styles should be complemented by fine black Broadtail coats and jackets



Here's famous style—famous quality. Left style 1502 at $39.95, Center style 1501 at $69.95. Right style 1500 at $89.95. Always at the leading store. Write for the name of yours

ROTHMOOR COATS

★ REG. U. S. PAT. OFF. ©

For Dress • For Sport • For Travel

MERCHANDISE MART • CHICAGO

GO TO THE HEAD OF THE CLASS IN MACY'S

HEATHER TWEEDS FOR COLLEGE AND COUNTRY



Macy's all-wool Heather Tweeds are the result of an entente cordiale between Great Britain and our sportswear stylist. To London she went, and blended her own subtle colors, by mixing little wisps of yarn with the aid of her trusty hairpin. Some of the checked tweeds contain as many as 5 different colors! We've 2-color diagonal tweeds also, and 8 different colors in imported Shetland wool sweaters, specially dyed to complement the tweeds. "Companion Jerkins" of soft, specially dyed suede, complete the picture. Come in, and get coördinated!



Macy's

COLLEGE SHOP, THIRD FLOOR
34th STREET & BROADWAY

Top: Flattering, bias-back reefer, of multicolor Heather Tweed ____ **46.75**

Felt copy of Maria Guy beret, specially dyed in harmonizing shades (2nd floor) ____ **5.98**

Above: Flared, bias-cut skirt with four high kick pleats. Of subdued 2-color diagonal Heather Tweed ____ **12.98**

Imported pullover Shetland wool sweater **5.59**

Matching cardigan (not shown) ____ **6.98**

Suede jerkin ____ **5.94**

Spirited suit of checked Heather Tweed, **25.95.** The dashing jacket has a cotton velveteen-lined hood. The wide, pleated skirt is a La Chasse copy.



HAMMER BRAND SOFT-DRAPE PERSIAN LAMB

Captured in one glamorous fur ...THE SUPPLE SOFTNESS

ESSENTIAL TO EFFECTIVE MODERN STYLE TREATMENTS . . . THE ENDURING BEAUTY DEMANDED BY QUALITY-WISE WOMEN

Endowed with all the characteristics by which experts identify the finest Persian Lamb—a glorious rich color —rare brilliance of lustre—tightness of curl—soft yet amazingly strong leather. Processed by hand with utmost care by the best craftsmen in the field. Carrying the Hammer Brand trade mark on the leather side of every pelt.

HERMAN BASCH & CO., INC., OLDEST AND LARGEST PROCESSORS OF PERSIAN LAMB . . . AT YOUR FAVORITE FUR SALON . . . INSIST ON THIS TRADE MARK



Gown and jewels, Saks Fifth Avenue . . . Glamour by Du Barry

Design for Glamour

BY DU BARRY



For your summer complexion care, special Du Barry Beauty Preparations. Exquisite creams and a wonderful make-up lotion to guard your skin against dryness, and keep it looking dewy fresh!

IT'S AUGUST! And all day long, recklessly you play in the sun. Swimming, tennis, sailing, golf. Then, at night . . . well, *at night* your most important role is to look *completely glamorous!*

And so, do be careful of your skin! Don't let it get that dry, leathery look that comes from neglect or wrong summer skin care!

Be one of the lovely, beauty-wise women who trust their complexions to Du Barry Beauty Preparations . . . the exquisite creams and lotions we make especially to keep you looking dewy fresh in spite of the summer sun!

Consult the Du Barry beauty advisor at any of the better cosmetic counters. Let her show you these wonderful preparations and tell you how to use them in a simple home treatment, the "Beauty Angle" way.

Du Barry Cleansing Cream, for Dry Skin—$1.00. A luscious cream of light, fluffy texture. Soothing to sensitive skin. Quickly removes dirt and make-up.

Special Skin Cream, for Dry Skin—$1.50. Made with a rich emollient oil. Helps keep skin soft, smooth, supple. You will wonder how you ever did without it!

Foundation Lotion—$1.25. A heavenly powder base for summer use. Consistency of heavy cream. Goes on so smoothly, spreads evenly and thinly. Leaves just a delicate, protective film to help guard your skin against summer dryness and keep your make-up looking fresh and lovely.

•

Smart Du Barry make-up items, in latest fashion shades to glorify your loveliness. Matching lipstick and rouge in stunning cases, $1.00 each. Powder, fine-textured, flattering—large box $2.00.



Du Barry

BEAUTY PREPARATIONS

MADE BY RICHARD HUDNUT

NEW YORK • PARIS • TORONTO



Autumn Interlude: Smart country clothes, with just the right degree of informality, depend entirely on fine fabrics and good tailoring. The unique beauty of two of the new Hockanum Woolens (shown in the clothes illustrated), like that of choice perfume or rare tobacco, is achieved by expert blending. Hockanum has selected several different types of fine wool...combined them with skill in spinning and weaving...and produced: A lush, spongy material accented at full value by the simple tailoring of the dusky green suit...and a soft, brilliant stripe, which, thanks to clever styling, creates its own design. Both of these costumes and many others in Hockanum Woolens, are now on sale in good shops all over the country.

Hockanum Mills, Rockville, Conn. • Founded 1809 • Division of M. T. Stevens & Sons Company, North Andover, Massachusetts • J. P. Stevens & Co., Inc., Selling Agents, Empire State Building, New York, N. Y.

HOCKANUM Woolens



A—Different looking! Nail heads in block design dramatize this dress of soft Botany "Bunny." 10 to 20.

B—Botany "Bunny" styled with slash pockets and pleated skirt, topped by a velveteen jacket. 10 to 20.

C—Short-sleeved dress of Botany "Boukelane" with yoke detail, and leather buttons on the jacket. 10 to 20.

College Bureau Clothes*

VOTED MOST POPULAR! College girls said "Definitely, yes!" to the clothes on this page. And you'll adore them with the assurance that they're correct to the last stitch . . . classics for classes, trim woolens and the most flattering of date-time fashions. Sizes 10 to 20 and 9 to 17 . . . all pleasantly priced under $25.00.



D—Tufted trim and the new back fullness highlight this wool dress of Botany "Bunny." 9 to 17.

E—"Stardust" crepe with midriff detail and rhinestone clips. 9 to 17.

F—Yoke detail, shirred sleeves, gold and rhinestone arrow on "Camedo" rayon crepe. 10 to 20.

*Reg. U. S. Pat. Off.

HATS BY SERGÉ

At your favorite shop, or write directly to the INTERNATIONAL DRESS CO., INC., 1400 BROADWAY, NEW YORK

the hall-mark of a beautiful dress is its HALL MARKED fabric

Here are the two newest achievements in HALL MARKED fabrics, both so thrillingly beautiful that six of America's finest dress houses have been inspired to design dresses especially around them. "Charcoal" is a deeply grained rayon with a sophisticated dullness. "Sculptress" has a new stretch-less rayon texture and a flair for soft draping that delights the hearts of designers . . . These dresses of "Charcoal" and "Sculptress" are in important stores everywhere, at less than $20. You'll recognize them instantly—they all carry a replica of the little tag we show you above. *That tag is your quality insurance of a better dress made of a HALL MARKED fabric.*

Charcoal

Sculptress

a

b

c

a Horizontal sleeve and waistline tucks, and new-to-the-back fullness. Of "Charcoal," a Hall Marked fabric. Misses' sizes . . . **Styled by Goldman Frock Company, Inc.**

b A bustle-inspired back and wonderful big three-dimensional eyelets. Of "Charcoal," a Hall Marked fabric. Misses' sizes. **Styled by F. E. D. Dress Company, Inc.**

c Cherries for fun, as buttons and to accent a young yoke and waistline. Of "Sculptress," a Hall Marked fabric. Junior sizes. **A Perry Brown Original.**

d Sculptured draping placed to emphasize that "young, high bosom line." Of "Sculptress," a Hall Marked fabric. Junior sizes. **A Junior Guild Original.**

e Utter simplicity heightened by an exotic necklace and a bustle-bow back. Of "Charcoal," a Hall Marked fabric. Misses' sizes. **Styled by International Dress Company, Inc.**

f New dropped waistline, new moulded bodice dramatized with panel tuckings. Of "Charcoal," a Hall Marked fabric. Misses' sizes. **Styled by Sakin and Lindner, Inc.**

All these dresses are available in black—and in the new Fall tones of plum, wine, green, blue and brown.

HALL MARKED FABRICS BY COHN-HALL-MARX CO., 1412 BROADWAY, NEW YORK

Flatter your fall costumes with youthful Vitality fashions





Georgia

Your autumn wardrobe will be youthfully enhanced ... will make you appear exquisitely charming... when you wear this chic Vitality spectator pump. **Georgia** is a heavenly featherweight of smart Town Black suede calf with Town Black calf tip and fox. The Cuban heel lends a slim, graceful air to your ankles. Also in Brown suede and calf and in all-over Cognac calf.

Foot flattery calls for at least one pair of cleverly designed "spat" slip-ons this autumn. **Strand** is a timely styled Goodyear Welt, frivolously fashioned of Portbrown suede kid and Cognac alligator calf. The Cuban heel is just right for style-proud feet.

Abington

Abington is a sleek English-type Kiltie oxford of Golden Havana Norwegian calf ... especially created for walking or campus wear for women and girls who insist on unusual smartness and comfort. The Goodyear Welt construction makes this shoe ingeniously attractive.



Strand

Roberta

Roberta is a smartly detailed Vitality tie in Town Black suede calf trimmed with black patent silk kid vamp insert and quarter applique. Its black suede-covered Cuban heel is fashion-approved for ideal walking comfort. You can also get this gay little Vitality featherweight fashion in mellow, seasonable Portbrown suede.

Vitality SHOES

$6.00 and $6.75

Complete range of sizes and widths

VITALITY OPEN ROAD SHOES, FOR OUTDOOR AND CAMPUS WEAR, $5



WRITE for *Artist's Sketch Book of Vitality Autumn Styles* and name of your nearest Vitality dealer. Address Vitality Shoe Company, Department V, Division of International Shoe Co., St. Louis, Mo.

How to fit your *Legs* FOR COLLEGE



● Smooth, sleek-fitting stockings may not make a college girl a campus leader... *but they help!* You'll be surprised at what a trim ankle and nice, straight stocking seams can do for your poise. Not to mention the oomph they add to your legs and your clothes.



● And stockings that look custom-made for you are just as easy to buy as the other kind. If not easier! *Belle-Sharmeer* Stockings, for instance, come in honest-to-goodness *leg sizes* for college legs of all sizes. Proportioned in both *width* and *length* for your own particular legs.



● The result is wonderful. Your *Belle-Sharmeers*, being sized for the *shape* of your legs as well as their length, cling like your skin . . . even when you're improvising on the shag. No wrinkles. Less danger of snags. Lots more mileage. And you suddenly discover that *your legs* are the kind that lead proms.



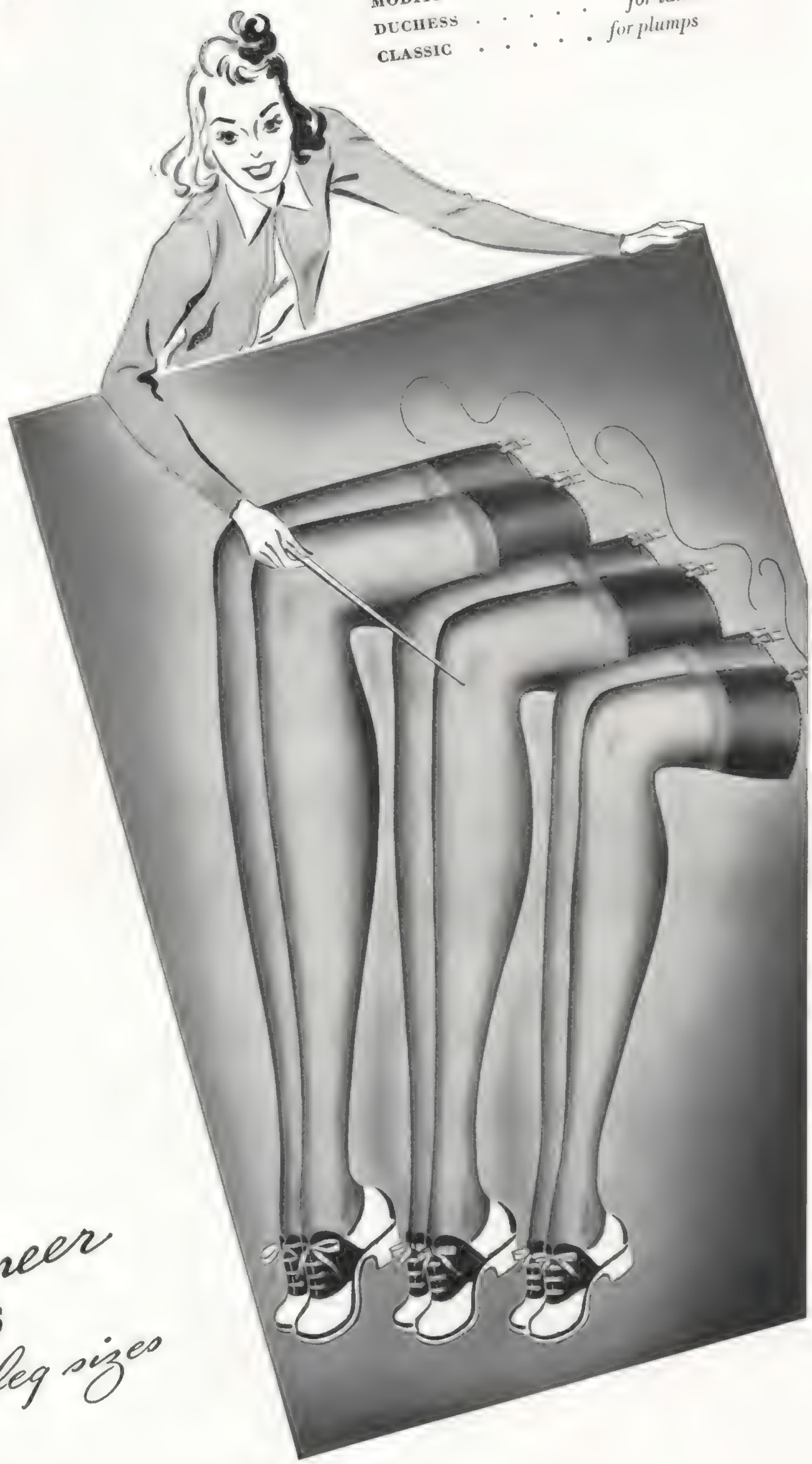
● All because, way back in August, you had the forethought to write for the name of the one good store in your city that sells *Belle-Sharmeer* Stockings. Also *Belle-Sharmeer's* new Over-the-Knee Stockings with self garters of fine "Lastex" mesh. *Better do it now!* Address your postcard to Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana.

Belle Sharmeer
STOCKINGS
in all leg sizes

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YOUR FOOT SIZE HAS A NUMBER
YOUR LEG SIZE HAS A NAME

BREV	*for smalls*
MODITE	*for mediums*
DUCHESS	*for talls*
CLASSIC	*for plumps*





I. MILLER

gives you 3 instep levels to choose from in shoes made with

"LASTEX" YARN



This Fall you may select shoes made with the advantage of "Lastex" yarn that suit your individual taste as to instep levels. The low-cut slenderizing line . . . the high-cut girdled type . . . or the very newest of all . . . I. Miller's exclusive INTERMEDIATE silhouette. The intermediate combines the flattery of the low pump line and the moulded support of the step-in. Thanks to the stretch of "Lastex" yarn, this is the perfect shoe for the thousands of women who have never been able to wear a pump. If you have never known the fit, comfort and beauty that "Lastex" yarn has brought to shoes, you have a delight ahead. The new Fall Collections at any I. Miller Store or Agency include the very latest in fabric and leather shoes, made with "Lastex" yarn, in a variety of applications. Be sure to see one of these collections. And write today to the address below for free World's Fair booklet on stretchable apparel . . . the clothing of tomorrow.



I·MILLER
Beautiful Shoes

I. Miller & Sons, Inc., New York City. Stores and Agencies, Principal Cities, United States, Canada and Foreign Countries

THE MIRACLE YARN THAT MAKES THINGS FIT . . . Lastex
REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively by United States Rubber Company
1790 Broadway New York City



John and Fred, New York and Hollywood's most "high hat" milliners, take the reins on moving day to the new location of John Frederics, 29 East 48th Street, New York



START the Fall semester in Grayflex suedes—pert new styles to brighten up classroom existence, gay suedes to go dancing with you, dressy types in all the fashionable materials for visits to town. There's a Grayflex shoe for every Fall occasion. If you're searching for smartness at a price (and who isn't?) you'll be smart to look up your nearest Grayflex dealer.

6.75 to 7.75

Illustrated top to bottom: Cyclone, Renwick, Winton, Sando, Odette, Debster

Albany, N. Y. ..... W. M. Whitney Co.
Altoona, Pa. ..... Klevan Bros.
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Atlantic City, N. J. ..... Boston Shoe Store
Auburn, N. Y. ..... Shoe & Luggage Shop
Austin, Texas ..... French Boot Shop
Baltimore, Md. ..... N. Hess Sons
Binghamton, N. Y. ..... Sisson Bros. & Weldon
Canton, Ohio ..... McHenry's
Cape Girardeau, Mo. ..... Buckner Ragsdale Co.
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Also featured by 150 other fine stores; write for name of nearest one

GRAY BROTHERS SHOES, Inc., Syracuse, N. Y.



To dramatize important social events . . . daring decollete in gold embroidered Celanese rayon Celafaille* taffeta. **To glorify informal parties** . . . a subtly flattering dinner frock in brilliant color. In Celanese rayon Fernweb crepe. Better stores everywhere or write Kallman and Morris, Inc., 530 Seventh Ave., New York.

Reg. U.S. Pat. Off.

MILGRIM, NEW YORK—I. MAGNIN, CALIFORNIA—NEIMAN-MARCUS, DALLAS

IT LOOKS LIKE A MILLION . . .

AND MILLIONS LIKE ITS LOOKS





"WHIPPET", beautifully tailored, with whipstitch effect. $1

"PIRATE", captures many with its golden ornament. . . $1

"SWANK", gets distinction from interesting stitching. . $1

"BREVITY", a short slipon with side insets of leather. $1

"SQUIRE", one-button shorty, at home in town or country. $1

Amersuede*

BY

Van Raalte

The tailored slipon shows up a fabric more than any other glove. Shows it up to flattering advantage in the case of Amersuede. This fine, firm-textured rayon fabric has already won plenty of laurels—but you won't catch it resting on them. Here it is in "Promenade"—a new slipon with extra side sections to make it action-free—and also in five other well-bred styles. All have been created and produced in America—all look like a million, yet sell in better stores everywhere for a mere $1.

*Reg. U. S. Pat. Off.

"because you love nice things" Van Raalte

STOCKINGS • UNDERTHINGS • GLOVES
417 FIFTH AVENUE, NEW YORK, N. Y.

YOUTHFUL

Queen Quality Shoes



Dunloe



Hy Ho

Ponca



Pancho

6.50 to 8.50 up

INCLUDING DE LUXE GRADE

(Slightly Higher West of Rockies)

Saranac

Queen Quality SHOES

Off to college with Queen Quality Shoes! Go the classic way with PANCHO, suede spectator, alligator calf highlighted . . . with PONCA and SARANAC, trim suede or polished alligator calf oxfords (adored stand-bys for a 4-year siege) . . . with DUNLOE, a new low-heeled moccasin casual, certain to be an all-time, all-college success. Go to college the glamour-girl way, too, with HY HO, something new and pert in a "knobby-toe" dressy shoe. Queen Quality Shoes are campus-approved.

QUEEN QUALITY SHOE COMPANY • DIVISION: INTERNATIONAL SHOE COMPANY • SAINT LOUIS



In or out of the classroom "Debbies" fill the need of clothes-conscious schoolgirls who want a good rating in smart appearance. They're made of smooth, firm all-wool Lorraine flannel that holds its shape. Smartly styled, expensively tailored, you'll just love these shirt and skirt fashions. Sizes 12 to 20 in the new tone-on-tone contrasts. Priced around $8.00.

FOLLOWING ARE A FEW OF THE FINE STORES WHERE "DEBBIES" ARE AVAILABLE:

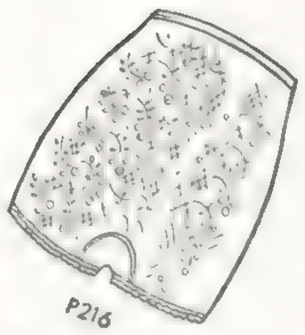
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Or write LAMPL SPORTSWEAR MFG. CO., CLEVELAND, OHIO, for store nearest you. (N. Y. Office, 1410 Broadway.)

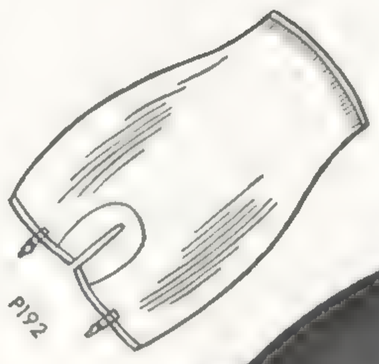
An easy way to get "A" in Posture



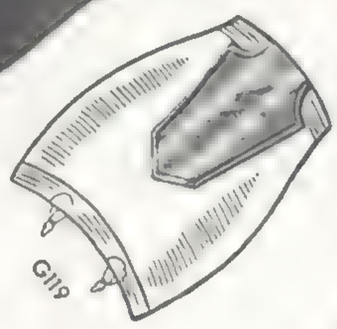
P220



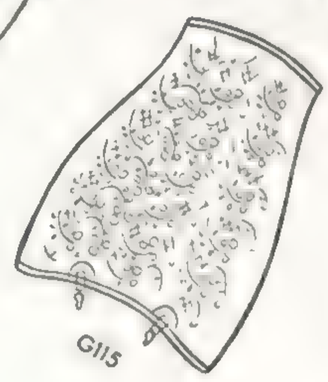
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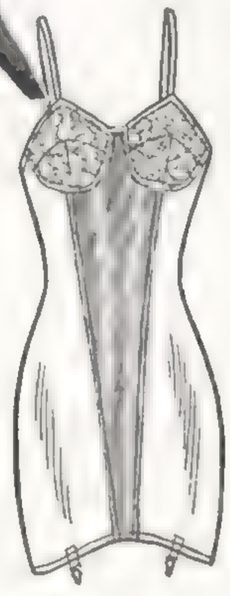
G119



G115



G82R



F33

G107 SWEETHEART GIRDLE. Controlling fine, light web fabric, flat selvage edges, heart-shaped front panel. Vertical stretch back panel. Inch sizes. 24-30. Nude. $3.

P207 SWEETHEART PANTIE. Same fine fabric as G107. Sleek front and back panels. "Lastex" and rayon satin crotch. Detachable garters. Inch sizes 24-30. Nude. $3.

Any one of these selected junior-figure Carter's gives conviction to the new American credo—"stand tall, walk tall, sit tall." They're great posture aids . . . Carter Foundations . . . and you'll be hearing a lot of "tall" talk about them. Bantam weight though they are, they'll gently master the tummies, derrieres and diaphragms that have been straying all over the place this summer. They're made with "Lastex" and other fine yarns—and tub without a fuss. At better stores everywhere. Other Carters $2—$12.50.

Carter's FOUNDATIONS

THE WILLIAM CARTER COMPANY, Boston, New York, Philadelphia, Cleveland, Chicago, Dallas, San Francisco. Home Executive Offices: Needham Heights, Massachusetts.

P220 KEYSTONE PANTIE. Light cable net. Flat selvage edges. Vertical stretch panels. Detachable garters. Sleek "Lastex"—rayon satin crotch. Inch sizes 24-30. Nude. $5.

P216 BLOSSOM LACE PANTIE. Featherweight, airy. Soft run-resistant crotch. Also in longer length P215. Even sizes 24-30. Peach. $3.50.

P192 MOULDETTE PANTIE. Controlling, light "Lastex" jersey. Welted top gives smooth, snug waistline. Run-resistant Milatuck rayon crotch. Detachable garters. Even sizes 24-30. Peach. $2.50.

G119 KEYSTONE GIRDLE. Same excellent construction and fabric as P220. "Lastex"—rayon satin panels. Inch sizes 24-30. Nude. $5.

G115 BLOSSOM LACE GIRDLE. Light and airy, yet controlling. Even sizes 24-30. Peach. $3.50.

G82R MOULDETTE GIRDLE. Special welted top for sleek waistline control. Also in shorter length G82S. Even sizes 24-30. Peach, white. $2.50.

F33 SILVERSKIN COMPLETE. Sleek medium-weight "Lastex" jersey. Vertical stretch "Lastex"—rayon satin front panel. Alençon lace bandeau. Inch sizes 32-38. Nude. $5. (Double-panelled senior model F176 $7.50. Girdle and pantie styles $3.50 and $5.)



Norwich

Button-trimmed elasticized black or brown suede complemented by patent or brown calf.





Lynnfield

Laced and perforated gore pump in Alamo brown or black kid, black or blue suede.



Minton

Simplicity examplifies this elasticized pump of black or brown suede or black kid.



Murray

Tiny stitching cleverly adorns this high-riding tie of black or wine suede.

ADMIRED FEET WEAR Heel Latch SHOES



Olivelle

For extra support try this Heel Latch Arch Shoe with special insole reducing fatigue

MOST STYLES $5 AND $5.50

Slightly Higher At Distant Points

Men don't miss a thing! Approving glances tell you there's more to pretty feet than a fashionable shoe. Alluring Heel Latch Shoes possess bewitching, subtle charm . . . reflect the buoyant, youthful ease of snugly fitted heel and instep. Heel Latch hidden features cushion your arch . . . keep your heel from slipping forward . . . give a trim, slenderizing look to your ankles. Every step in smartly styled Heel Latch Shoes is one of joyous comfort . . . of intriguing grace and beauty.

Free! Six booklets soft lipstick tissue, advance style folder and name of nearest Heel Latch dealer.



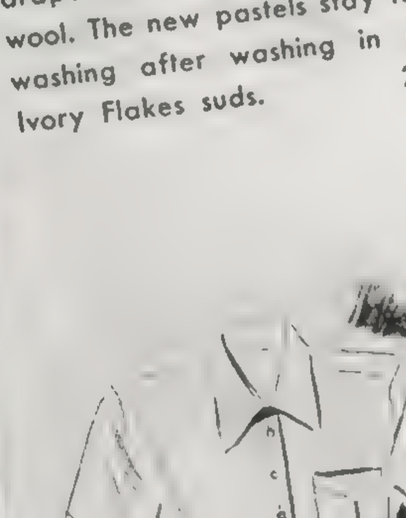
ROBERTS, JOHNSON & RAND ***Branch of International Shoe Co.,* SAINT LOUIS, MO.**

"Take Ivory-Washables" *says The College Shop*



Prize pullover, imported from Scotland by famous Pringle. The downy soft wool in new pastels is tested Ivory-washable, 32 to 40. 5.95





Wrap your curls in this easy-to-drape crocheted scarf of sheer wool. The new pastels stay fresh washing after washing in cool Ivory Flakes suds. 2.00



Keep your ankles trim in cotton rib socks with gay colored angora cuffs. Safely washable with pure Ivory Flakes suds, 9 to 11. .75



Classic white shirt to wear with skirts, slacks or ski pants. Help keep it crisp! Protect the sheen of the fine broadcloth with gentle Ivory care, 32 to 38. 3.00



Your feet will be happy and handsome in white leather moccasins. This year it's smart to help keep them white with frequent, easy Ivory scrubbings, 4 to 8. 5.00

Cut to the College Girl's figure . . . squared shoulders . . . cinched-in waist . . . flatter-full pleated skirt. Follow the Ivory Safety Rule: Give the featherweight flannel safe washings with pure Ivory Flakes! Blue, gray or brown plaid. 9 to 17. 25.00

Required Campus Classics . . . picked by Bonwit's wise College Shop for their Ivory-washability. Yes! Even though your laundry is only a washbowl, you can "do them up" easily with that box of Ivory Flakes on hand! So wash them carefully, economically, often with pure Ivory suds...keep your Classics slick and span!

Bonwit Teller

FIFTH AVENUE AT 56TH ST.

advises



99 44/100 % pure


Spider Magic
IN OUR
Mystery Twist
WEAVE*
With a spider's talent for spinning a powerful web out of delicate strands, our secret process turns silken threads into a weave of rugged strength and exquisite beauty. Our Mystery Twist Weave makes these hose so durable they outlast their normal lifetime . . . runs are cut to a minimum . . . and their triple-stretch plus their stretchy innerwelt makes them fit to perfection. Glamorous women everywhere acclaim this new "Leg Loveliness" . . . yet they cost no more than ordinary hose. $1.15 to $1.25. Other Admiration hosiery 79c to $1.35. At good stores everywhere—for the one nearest you write—
Cooper, Wells & Co.
St. Joseph, Michigan
Makers of Fine Hosiery Since 1878
Admiration
COSTUME HOSIERY
Trade Mark Reg. U.S. Pat. Off
*"VITRO-FINISH" for longer life
FOR THE WOMAN WHO CARES

NOW SHE WALKS IN BRIGHTNESS ON RAINY DAYS

Her spirits are bucked up by the knowledge that her attractive rainy day clothes are accented with colors that sparkle under dark skies. She's a cheery sight, too, as she prances along in her bright Gaytees, whose colors she has thoughtfully matched with purse, gloves, and hat. Her willingness to wear galoshes began with her discovery of these new Gaytees. With their colors, textures, and designs, she can keep her feet dry without the worry of looking stodgy. She simply treats her Gaytees as another Paris-approved accessory. There is a suitable style for every occasion from country days to city nights.



$1.35 TO $4.95

Gaytees
REG. U.S. PAT. OFF.

United States Rubber Company

Ask your favorite store to show you the colors it has in stock.

"Oh, BLAST! There goes a 'mystery run'!"

"Well, silly—why not wear Cannon stockings?"





1. ***"Whatever makes*** brand-new stockings suddenly go phooey like that, Kay?"

"Tiny hidden weaknesses cause those little beasts, pet. But you *needn't* have 'mystery runs' any more, you know. Cannon stockings prevent them three ways . . .



2. ***"First,*** Cannon has a special, air-pressure machine that spots even *invisible* flaws in a stocking. Second, all Cannon hose are inspected *three* times! Third, these perfect hose are sealed in cellophane Handy-Packs, to *keep* them perfect until you get them."



3. ***"Well, Cannon stockings*** will certainly save me a cozy little sum in stocking money, then! Is it the towel-and-sheet Cannon that makes them?"

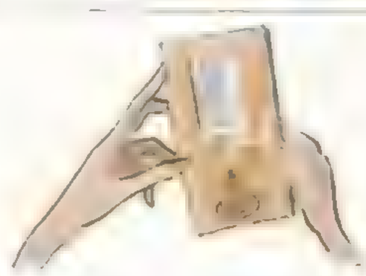
"Yes—bless them! Here's a pair . . . Aren't they the sheerest, clearest hose you ever laid *eyes* on?"



2-thread to 7-thread. New Autumn shades. Made by Cannon Mills—makers of Cannon Towels and Sheets. Cannon Mills, Inc., 70 Worth Street, N. Y. C.



See the Cannon "Wearing Guide" . . . stamped on the hem of every gorgeous, shadow-sheer CANNON stocking! The thread-count and suggested use are permanently marked there, for quick identification.



Reordering made easy. Just use the outside label of the CANNON cellophane Handy-Pack. *Thread-count, size, shade* of each glamorous pair are printed there. Shop with the label—or mail it in!

Ask for sheerer, duller, longer-lived Cannon stockings at your favorite store, today!



There's a Back-to-School
Movement toward

Casuals*

Classic Shirt and Skirt
Fashions of

DOVELORA

LORRAINE

FLANNEL

We overheard this tip from a senior to a freshman: "Avoid fussy clothes. Select well tailored casual frocks that can do double duty in the classroom or for a campus date."

This year's CASUALS have wide, gracefully flared skirts, long or short sleeves, smart natural cowhide belts, and come in Duo-Tone effects as well as shirts to match skirt colors. Sizes 10 to 20. Colors: Orchid Rose/Plumkin, Lustre Blue/Blueberry, Gala Green/Cricket Green, Apricot/Cinnamon. Skirts and Shirts cost less than $5.00 each.

Toni Lyons ORIGINAL

*Reg. U. S. Pat. Off.

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F. & M. SKIRT CO., 515 WASHINGTON ST., BOSTON, MASS. • NEW YORK OFFICE: 1410 BROADWAY

Class of '39

SMART IN '40 AND '42, TOO



A "Million Air" from Pocket Money

Look expensive! Feel luxurious! Appease that thrifty, practical streak in your nature with a deceptively smart coat by Betty Rose. With YOUth in mind, an exciting array of coats and suits that keep their charm have been created. Yes, for less than $20—and certainly for no more than $39—the leading store in your city offers a profusion of styles to give you that "feeling like a million" air.

ASK FOR THE "INSIDE STORY!" Your local store has an interesting story about the careful tailoring that goes into every Betty Rose dress coat, sport coat, or suit. These features are found in no other garments at anywhere near these prices.

For the name of the BETTY ROSE store in your town, write...STERN • SLEGMAN • PRINS, Kansas City, Mo.



. . . GO SMARTLY FEMININE



HERE are lovelier, more graciously feminine shoes. Smart, suave styling . . . luscious colors and materials . . . superb craftsmanship—the glamour triangle that gives you glamourous prestige! A sparkling collection of new JACQUELINE styles now await you. Write Department J-5 for name of your JACQUELINE dealer.

WOHL SHOE COMPANY • ST. LOUIS, MISSOURI



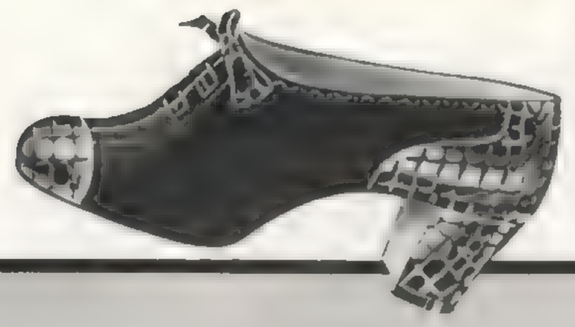
$6.50 to $7.50





Jacqueline

designed by WOHL



RIGHT BEGINNING...
FOR A

High Campus Rating

Vanity Fair

INTIMATES





Choose a bandeau
made of lace
For uplift, poise,
and youthful grace.
LACE BANDEAU, 1.00
Style 9511R—Sizes 32-38







Wear a slip
with row on row
Of dainty lace
to shyly show.
RADIA SLIP, 2.00
Style 3832—Sizes 32-38

There'll be no need
for counting sheep
If you wear this
gown to sleep.
RADIA GOWN, 2.00
Style 1008—Sizes 32-38

A "Lastex" pantie,
as you see,
Will mould your
figure perfectly.
CONTROLLABLE PANTIE, 2.00
Style 740—Sizes 4-7

PACK-A-BAG for back-to-school, with lots of Vanity Fair Intimates—and you're off to a right good start in campus chic and fashion wisdom. For these sleek smoothies fold into a tiny niche without crushing or wrinkling—tub in a jiffy, and need no ironing to revive their beauty and freshness. Faultlessly tailored of long-wearing fabrics, they fit trim-as-a-trigger, with never a bulge to mar the perfection of your lithe, young "figger." Budget priced, at all leading stores.

Send for Brochure illustrating Vanity Fair Sleepwear and Underwear Fashions.

VANITY FAIR SILK MILLS • READING, PA.



COLOR AFFILIATES

for fall 1939

KORET
Hand Bags

KISLAV
French Washable Doeskin Gloves*
**French Baby Regord Lamb*

KNOX
NEW YORK
HATS

PALTER DeLISO
SHOES

Again . . . the great names of accessory-dom . . . Koret, Kislav, Knox, and Palter DeLiso . . . have gone into their seasonal fashion huddle and emerged with the group of exclusive, authoritative accessory colors for Fall.

To accent the elegance of black and brown, so important *basically* in the autumn fashion picture, you may select JELLY APPLE, a bright rosy-red, tempting as the "goody" for which it is named; MAPLE SUGAR, a golden Autumnal beige; BACCHUS GRAPE, a deep fruity wine; GREEN TEA, subtle silvery-green, steeped in smartness; TODDY TAN, the mellow hue of hot rum; PARIS BLACK, a rich, intense black.

Now . . . choose Koret Bags, Palter DeLiso Shoes, Kislav Gloves and Knox Hats . . . and be sure of perfect harmony with these Fall COLOR AFFILIATES.

Name your COLOR AFFILIATE when you buy Fall accessories, at best stores the country over.



ZIP — AHOY!



B.

A.



C.

TYLESS

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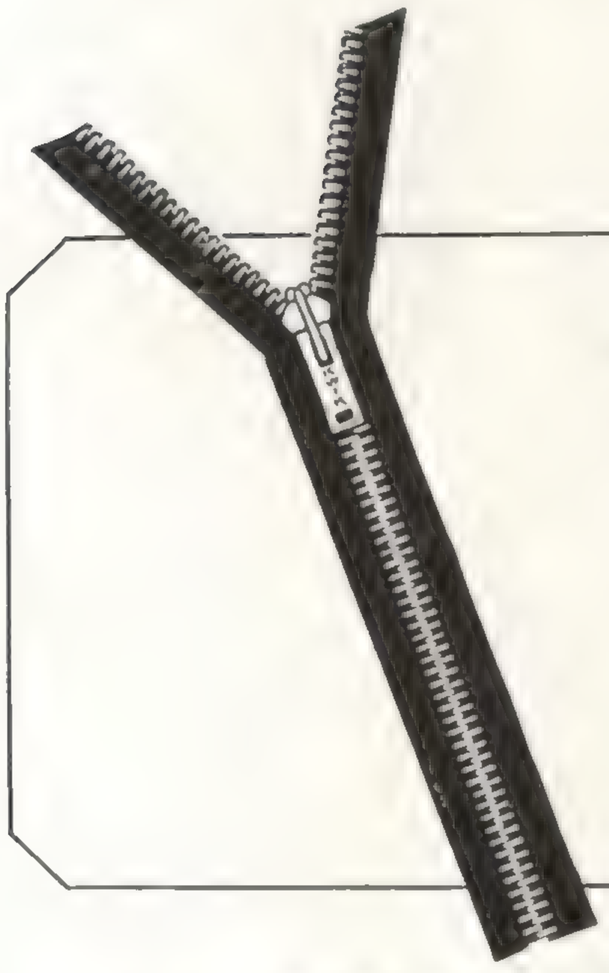
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At last, what you've always wanted! Strictly man-tailored suits with beautifully styled, utterly feminine skirts. All of the materials are selected patterns in Botany Men's Wear Worsteds—exclusive with Kirkland Hall in the women's wear field. Made with the same 21 points of hand-tailoring that go into men's quality clothes. You can be certain that every labeled Kirkland Hall suit will hold its lines, and wear with the lasting satisfaction that only the finest fabrics and finest tailoring produce. Kirkland Hall suits are year-round fashions available in the best stores in junior, misses' and women's half sizes at $17.95

See page opposite for nearest store . . . or write to Kirkland Hall

KIRKLAND HALL MAN-TAILORED SUITS · A DIVISION OF GAYNESHIRE CORP. · 500 SEVENTH AVE., N. Y. C.

You can buy Vogue's College







ON these pages you get a quick pre-view of the college girl, 1939. On pages 74 through 87, you'll read the big news . . . the college clothes and accessories selected by Vogue's editors, backed by Vogue's Prix de Paris seniors, and budgeted to college allowances. Don't forget—in addition to all their other virtues—their nation-wide availability. Pick the shops nearest you—they cover the country from coast to coast. Remember that they have cooperated with Vogue to bring this college wardrobe to your vicinity. They have a representative selection, as you read this. Treasure our college portfolio . . . and save this list of whereabouts!

ABILENE, TEXAS
Ernest Grissom Inc.

ALTOONA, PENNSYLVANIA
Brett's Inc.

ANN ARBOR, MICHIGAN
Wm. Goodyear & Company

ASHEVILLE, NORTH CAROLINA
Jean West

ATLANTA, GEORGIA
Davison, Paxon Company

AUSTIN, TEXAS
T. H. Williams & Co.

BAKERSFIELD, CALIFORNIA
Harry Coffee, Inc.

BALTIMORE, MARYLAND
O'Neill & Company

BATON ROUGE, LOUISIANA
Dalton's

BEAUMONT, TEXAS
The Rosenthal Dry Goods Co.

BLOOMINGTON, INDIANA
Breeden Company

BOISE, IDAHO
C. C. Anderson Stores Co.

BOSTON, MASSACHUSETTS
Jays

BRIDGEPORT, CONNECTICUT
The D. M. Read Company

BUFFALO, NEW YORK
L. L. Berger, Inc.

CANTON, OHIO
The Stern and Mann Company

CHARLOTTE, NORTH CAROLINA
J. B. Ivey & Company

CHARLOTTESVILLE, VIRGINIA
Barbara Rosser, Costumes

CINCINNATI, OHIO
The Mabley & Carew Co.

CLARKSBURG, WEST VIRGINIA
Parsons-Souders Co.

COLUMBUS, OHIO
Montaldo's, Inc.

DALLAS, TEXAS
Neiman-Marcus Co.

DAVENPORT, IOWA
M. L. Parker Company

DENVER, COLORADO
The Daniels & Fisher Stores Co.

DETROIT, MICHIGAN
B. Siegel Co.

DURHAM, NORTH CAROLINA
Ellis Stone & Company

EASTON, PENNSYLVANIA
William Laubach & Sons

EL PASO, TEXAS
Popular Dry Goods Co., Inc.

EUGENE, OREGON
Washburne's

EVANSVILLE, INDIANA
DeJong's

FAIRMONT, WEST VIRGINIA
Jones, Inc.

FLINT, MICHIGAN
Herbert N. Bush, Inc.

FORT WORTH, TEXAS
The Fair (Schermerhorn Co.)

FRESNO, CALIFORNIA
Harry Coffee, Inc.

GREENSBORO, NORTH CAROLINA
Meyers Company

HARTFORD, CONNECTICUT
G. Fox & Company







Wardrobe at These Stores...

HAZLETON, PENNSYLVANIA
Wears Inc.

HONOLULU, T. H.
The Liberty House

HOUSTON, TEXAS
Ben Wolfman's Fashion

HUTCHINSON, KANSAS
The Pegues-Wright Co.

INDIANAPOLIS, INDIANA
L. S. Ayres & Company

JACKSONVILLE, FLORIDA
Cohen Brothers

KALAMAZOO, MICHIGAN
Gilmore Brothers

KANSAS CITY, MISSOURI
Emery, Bird, Thayer Dry Goods Co.

LANCASTER, PENNSYLVANIA
Hager & Bro. Inc.

LEXINGTON, KENTUCKY
Loom & Needle

LOUISVILLE, KENTUCKY
The Stewart Dry Goods Co. Inc.

LOWELL, MASSACHUSETTS
The Bon Marché

LYNCHBURG, VIRGINIA
Guggenheimer's

MADISON, WISCONSIN
Harry S. Manchester, Inc.

MARTINSBURG, WEST VIRGINIA
M. Cohen & Son

MERIDIAN, MISSISSIPPI
The Liberty Shops Inc.

MILWAUKEE, WISCONSIN
T. A. Chapman Company

MINNEAPOLIS, MINNESOTA
The Young-Quinlan Co.

MONTGOMERY, ALA.
Montgomery Fair

MONTREAL, CANADA
Robert Simpson Co. Ltd.

NASHVILLE, TENNESSEE
Grace's

NEWARK, NEW JERSEY
Kresge Department Store

NEW ORLEANS, LOUISIANA
D. H. Holmes Company, Ltd.

OAKLAND, CALIFORNIA
Earl R. Lindburg Co.

OKLAHOMA CITY, OKLAHOMA
Halliburton's

PARKERSBURG, WEST VIRGINIA
Dils Bros. & Co.

PEORIA, ILLINOIS
Block and Kuhl Co.

PHILADELPHIA, PENNSYLVANIA
Bonwit Teller & Co.

PHOENIX, ARIZONA
Korricks'

PITTSBURGH, PENNSYLVANIA
David, Inc.
539 Grant Street

PORTLAND, OREGON
Meier & Frank Company

PORTSMOUTH, OHIO
The Marting Bros. Co.

QUINCY, ILLINOIS
Halbach-Schroeder Co.

READING, PENNSYLVANIA
Pomeroy's, Inc.

RICHMOND, VIRGINIA
Miller & Rhoads

ROANOKE, VIRGINIA
S. H. Heironimus Company, Inc.

ROCHESTER, MINNESOTA
C. F. Massey Company

ROCHESTER, NEW YORK
McCurdy's

SACRAMENTO, CALIFORNIA
Bon Marché

ST. LOUIS, MISSOURI
Stix, Baer and Fuller Company

ST. PAUL, MINNESOTA
Frank Murphy

SAN ANTONIO, TEXAS
Frost Bros.

SAVANNAH, GEORGIA
B. H. Levy Bro. & Co. Inc.

SCHENECTADY, NEW YORK
H. S. Barney Company

SCRANTON, PENNSYLVANIA
The Heinz Store

SEATTLE, WASHINGTON
Rhodes Department Store

SHREVEPORT, LOUISIANA
The Fashion

SOUTH BEND, INDIANA
George Wyman & Co.

SPOKANE, WASHINGTON
Palace Department Store

SPRINGFIELD, ILLINOIS
The John Bressmer Co.

SYRACUSE, NEW YORK
Flah & Co.

TACOMA, WASHINGTON
Rhodes Brothers

TAMPA, FLORIDA
Maas Brothers

TOLEDO, OHIO
The Lamson Brothers Company

TOPEKA, KANSAS
Crosby Bros. Co.

TORONTO, CANADA
Robert Simpson Co. Ltd.

TULSA, OKLAHOMA
Miss Jackson's Shop

UTICA, NEW YORK
D. Price & Company

WASHINGTON, D. C.
Woodward & Lothrop

WICHITA, KANSAS
The Rorabaugh-Buck Dry Goods Co.

WILLIAMSPORT, PENNSYLVANIA
Brozman's

WILMINGTON, DELAWARE
Arthur's Apparel Shop

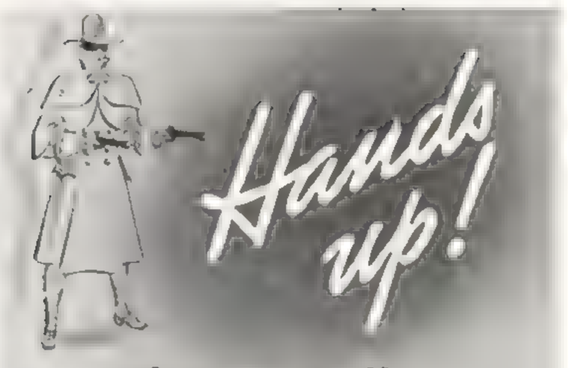
WORCESTER, MASSACHUSETTS
Denholm & McKay Co.

YOUNGSTOWN, OHIO
Livingston's









with new Fall . . .

MYSTERY COLORS

in KASANOVA by

ARIS of Paris

Raise your hands to new heights of beauty and smartness, with Fall's new "mystery" shades . . . subtle . . . evasive . . . full of fashion meaning. First sight of them appears in glove classics by Aris of Paris, in soft Kasanova suede — washable, enduring, always in perfect taste.



Red Burgundy
Fairway Green
Portbrown
Pacific Blue
Bittersweet

. . . and other important Fall colors including black and white.

ARIS GLOVES

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

ARIZONA

Tucson

Santa Rita Hotel. 250 rms. Air-conditioned. Tucson Social center; Western hospitality. Fine cuisine; famous dance bands. Polo. Golf. Nick Hall, Mgr.

ARKANSAS

Hot Springs National Park

Arlington Hotel & Baths. Arthritis, circulatory benefits. Waters owned and recommended by U. S. Government. Golf . . . Fishing. Write for folder.

CALIFORNIA

Lake Arrowhead

Lodge & Tavern. Beautiful mountain Lake setting. Golf Course, Tennis, Riding, Sailing. 2½ hours from Los Angeles. Robert Foehl, Manager. Booklet.

Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

COLORADO

Rocky Mountain National Park—Estes Park

Stanley Hotel. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Smart tap room. Renowned cuisine. Sensible rates.

CONNECTICUT

Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. Season to October 15th.

MAINE

Moosehead Lake—Greenville Junction

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

Winter Harbor

Grindstone Inn. Atmosphere of a fine club. Select clientele, unexcelled cuisine and service. Moderate rates. Booklet on request. W. O. Christian, Mgr.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at $3.50.

MASSACHUSETTS

Cape Cod

Mayflower Hotels. On the ocean at Manomet Point, Plymouth, and in quaint town of Hyannis. New York Office, 630 Fifth Avenue. Telephone Circle 5-8843.

East Northfield

The Northfield and Chateau. Golf and all outdoor sports on our 250 acre estate. Indoor games. Traditional New England Hospitality. A. Gordon Moody, Mgr.

Northampton

Wiggins Old Country Store. Wiggins Old Tavern and Hotel Northampton—combining old charm and modern accommodations. Authentic New England Antiques.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

MISSOURI

Kansas City

Riviera-Locarno Apt. Hotels, 229-235 Ward Parkway. "For fine living." Beauty & charm. Permanent guests. Furn. & unfurn. 3 to 7 rooms. 2 & 3 baths.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour west of Reno on U. S. Route 50.

NEW HAMPSHIRE

White Mountains—North Woodstock

Hotel Franconia, in the Franconia Notch. 6½ miles from "Tramway". The most modern hotel in the mountains. Booklet. A. W. Goddard, Owner Management.

White Mountains—Sugar Hill

Sunset Hill House. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

BERMUDA HOLIDAY

If you are thinking of taking your vacation in August, why not plan to escape from automobiles, city streets and sweltering heat by going to Bermuda? In addition to the widely known year-'round attractions, you will be able to enjoy tennis tournaments at the Bermuda Lawn Tennis Club, boat racing in St. George's Harbor, and Cricket at the St. George's Cricket Club. All in all, Bermuda offers the right combination for either rest or romance.

WILL ROGERS MEMORIAL

August 17 to 20 is the date set for the Annual Will Rogers Rodeo. There will be performances each night during the week, the fifth event being a matinée on Sunday afternoon.

If you are going to be in the West during mid-August, don't miss this spectacular wild west show. For most of the country's top-notch cowhands have already reported that they will compete, and advance reports indicate that this year's competition will far surpass previous years.

FOR YOUR CALENDAR

August 21st-27th—Amateur Championship of California Golf Association to be held at Pebble Beach, California.

August 24th, 25th, 26th—Interzone Davis Cup Tennis Matches, Longwood Country Club, Boston, Massachusetts.

NEW JERSEY

Atlantic City

Marlborough-Blenheim. Central boardwalk, overlooking ocean. American and European plans. 37 years' ownership management. Josiah White & Sons Co.

NEW YORK

Long Island—Orient

Mount Pleasant Hotel—For discriminating people whose watchword must be economy. All sports—easily accessible. Private Beach. Splendid Meals.

Long Island—Shelter Island

The New Prospect. Bathing beach, casino, tennis, riding, fishing, out-door theatre. Low American plan rates. N. Y. Office 500 5th Ave. LOngacre 5-2250

Mount Vernon

The Knolls—Ten miles outside New York City over beautiful parkways. Quaint Colonial Inn. Meals & overnight accommodations. Booklet.

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to the Fair. All rooms with private bath; single from $3; double from $4.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $4 single, $7 double, Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower, 49th St. overlooking East River. All outside rooms. Nearest smart hotel to World's Fair. Short walk to Radio City, Times Sq. $2.50 Daily.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

NEW YORK

New York City



THE CARLYLE

World's Fair Year calls for extra care in selecting a New York hotel. Consider The Carlyle, New York's most distinguished residential hotel, where you have a selection of luxuriously appointed rooms and suites. Smartest upper East Side location . . . near all attractions, away from distractions. Rates upon request. The Carlyle, Madison Avenue at 76th Street, New York.

New York City

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Quiet, refined surroundings. $6. & $7. double; Suites $8. & $10.

NORTH CAROLINA

Banner Elk

Pinnacle Inn. "Up in the air 4000 ft." Swimming, trout fishing, tennis, riding, hiking. Magnificent scenery. Cool fireproof stone buildings. Illus. folder

PENNSYLVANIA

Hershey

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

RHODE ISLAND

Narragansett Pier

Green Inn for a summer worth remembering. Restricted Clientele. Surf bathing. Spend your vacation in America and help business to help you. Bklt. C

VERMONT

Averill Lakes

Quimby's Cold Spring Club. For the fisherman and his folk. Salmon and trout—lakes and streams—excellent stable—family vacationing—46th season.

Lake Morey—Fairlee

Bonnie Oaks Inn and Bungalows. Sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. and Mrs. E. H. Page.

VIRGINIA

Virginia Beach

Cavalier Hotel and Beach Club. Open all year. 2 golf courses, tennis, riding, fishing, swimming pool. Roland Eaton, Managing Director. Write for Booklet W.

Dundee Inn. On the Ocean—Steamer Chairs. Charming Colonial Atmosphere. Delicious meals. Spring-Air Mattresses. All sports. Mary W. Boyd, Innkeeper.

WEST VIRGINIA

White Sulphur Springs



THE GREENBRIER HOTEL

This month, a vacation at America's most beautiful resort is well within your means! Two full weeks at the Greenbrier—fourteen days with room, meals and swimming pool privileges included—are offered at the special rate of $126.00 during the period August 20-September 2. Extraordinary program of entertainment. Finest of facilities for riding, tennis, and golf. Plan your visit now!



"Four bells, all's well!"—Quartermaster Behaire at the bell of the Queen Mary.

Here is an end to your shore-bound cares . . . an end so complete that Time itself takes a different meaning. To you the ship's bell is merely picturesque, never compelling . . . your Sea Time is for pleasure only. This is another world . . . man-made . . . which Britons, born with a love of the sea, have molded to perfection in the 99 years of this Line. Take your place in it, this summer!

Shortest *SEA TIME* to Europe

The world's fastest liner, Queen Mary, direct to France, then England . . . alternating with the Aquitania in Wednesday sailings from New York. Queen Mary, Cabin Class from $287; Aquitania from $224.

More *SEA TIME* for less

The world's newest liner, Mauretania, joins the Georgic, Britannic, in Saturday sailings from New York direct to Ireland, England, France. Mauretania Cabin Class, $206 up; Georgic, Britannic, $177 up.

Most *SEA TIME* for least

Low-Cost Luxury Liners, Scythia, Laconia, Samaria every Friday from New York via Boston to Ireland, England . . . Cabin Class only $159 up. Also the Franconia, Carinthia . . . Cabin Class $162 up. And eight popular ships weekly from Montreal, Cabin Class from $127.

Reduced round-trip excursion rates, Tourist and Third Class, Aug. 7 to Oct. 15. Your local agent or 25 Broadway, 638 Fifth Ave., N. Y.

SEA-BREEZE CRUISES . . . Lancastria every Saturday to Nassau, 6 days, $55 up. Other cruises, 4 to 13 days, from $45. Sail from New York when you're there for the Fair!

THE BRITISH TRADITION DISTINGUISHES

CUNARD WHITE STAR

IT'S COOL BELOW THE EQUATOR!

38-DAY

Cruises to

SOUTH AMERICA

"THE GOOD NEIGHBOR LAND"

33,000-TON LUXURY LINERS

S. S. BRAZIL

S. S. URUGUAY

S. S. ARGENTINA

Sail fortnightly to colorful Barbados . . . Rio de Janeiro, the world's most beautiful seaport . . . Santos, famous coffee center (trips to Sao Paulo available) . . . flower-decked Montevideo . . . sophisticated Buenos Aires, Paris of the Western Hemisphere . . . strange Trinidad.

All outside rooms, outdoor tiled swimming pools, acres of deck space, excellent cuisine and service, attractive programs of entertainment.

Cruise rates: $410 tourist, $480 first class ($550 certain seasons). Stop-overs at slight additional cost. Sailings every other Friday from New York. Also 'Round South America cruises, and one-way passages to any port of the cruise itinerary.

Consult your Travel Agent or

AMERICAN REPUBLICS LINE

MOORE-McCORMACK *Lines*, INC.

5 Broadway • New York

IT'S COOL BELOW THE EQUATOR!



THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

RESTAURANTS—dining

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines (Closed during August) — Dinner $1 and $1.25

10 W. 55 FRANCES LYNN 52 E. 52
Smart Clientele, deft service, delicious food.
The Gainsborough, 222 Central Park S.
Luncheon 50c, 85c Dinner 99c, $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

15 East 52nd HENRI PLaza 3-7130
Finest food prepared in the true French manner. Luncheon $1.50. Dinner from $1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

MIYAKO—JAPANESE CUISINE. 340 W. 58th St. Columbus 5-0577. Famous original Sukiyaki—cooked right on your table. Tempra Cuisine. Excellent luncheon & dinner. Open 12 to 11 P.M. Air Conditioned.

RESTAURANT MAYAN, 16 W. 51st St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner prix fixe from $1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from $1.00, Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

CAFE LOUIS XIV—15 W. 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00, also à la carte. Music. 5 minutes from theatre district. Comfortably air-conditioned.

CHAMBORD—803 Third Avenue, N. Y. (EL 5-7180). French Cuisine for the gourmet. Novel kitchen behind glass. Cellar for "Connaisseurs". Lunch from $1.00. Dinner from $2.00. Closed Sundays.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. Wickersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Fair or no Fair the prices are always the same. COlumbus 5-8717.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods
Air conditioned and soundproofed

MAISON MAURICE RAVIOL, 3 E. 48 St. French cooking at its best. Quite the feeling of Paris and ideal for lunch between shopping or a theatre dinner. Excellent seafood and wines.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

JOSEPH'S—46 E. 52nd St.
For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon $1. Dinner from $1.50. Also à la carte. Tel. WI. 2-8173.

JIMMY'S CAFE SAVINI (Formerly 53 E. 54th. Remember Jimmy?) Luncheon, cocktails, dinner, supper. Entertainment during supper. "Chicken Tettrazini". Air conditioned. 39 E. 49th St. EL. 5-8960.

BARBOUR
1 West 52nd Street at Fifth Avenue.
Special three course luncheon $.60, served 11:45 to 3. Four course dinner $1. Soundproofed. Bar and Grill.

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Open air Marine garden.

SCHRAFFT'S. Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sodas, Ice Cream, Cakes, Candy, Club Dinner $1.35. 38 Schrafft's in Greater N. Y.

RESTAURANTS—dining

LA CRÉMAILLÈRE
Formerly on the Roof 30 Central Pk. S. Now 24 E. 62nd. Cocktail lounge. Cuisine and Cellar of reputation. Lunch from $1. Dinner from $1.75. RH 4-9671.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M.
No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

LAFAYETTE—9th St. at University Place. Renowned for French Cuisine since 1883. Prix Fixe Luncheon and Dinner. Also A La Carte. Good wines. Dinner music. Also French Café.

GOLDEN HORN—39 WEST 51st ST., N. Y. Armenian-Turkish. Where the connoisseur may find exquisitely prepared and classic dishes of the Orient. Wines and liquors. Tel. EL. 5-8900.

CHEZ MARIE—129 East 47th Street
Continental food served in American atmosphere. Famous for our onion soup. Lunch from 75c, dinner from $1.50. Cocktail bar. Tel. EL. 5-9848.

COLBERT 12 East 49th Street
Luncheon from $1.25. Dinner from $2.00. Sea Food Bar—Beefsteak Garret. One of America's most unusual Restaurants. French Cuisine. PLaza 8-1865.

RESTAURANTS—with dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper—Air Conditioned to your comfort—Eddie Davis' orchestra alternating with Joseph Smith's orchestra.

RUSSIAN BEAR—645 Lexington Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for excellent Russian cuisine. True Russian Atmosphere. Balalaika Music. Dancing. EL. 5-9080.

OUT-O'-DOORS

PAVILLON MARGUERY. A truly French Restaurant. 47th & Park Ave., WI 2-8494. Coolest garden in town protected from sun and rain. Luncheon, Cocktail Hour, and Dinner at popular Prices.

LITTLE OLD MANSION—61 E. 52 St. Unusual Food Served in One of New York's Delightful Old Houses. Dine in miniature garden. Luncheon 60c up. Dinner $1 up. Closed Sat. and Sun. July and August.

24 WEST 55 St. CAFE & RESTAURANT (Rockefeller Apartments—just off 5th Ave.) Cool and restful—lovely shade trees. Luncheon from 60c, large cocktails from 25c, dinner from $1.00. Also à la carte. Air-conditioned indoor restaurant.

ST. MORITZ-ON-THE-PARK, 50 Central Park South. Dinner and supper dancing in the Cool Sky Gardens. All-star show. Home of Café de la Paix. Featuring 'Round the World Bar and Sidewalk Café.

KUNGSHOLM, 142 E. 55 St.
Prix Fixe Luncheon 75c. Dinner de luxe from $1.25, including Smörgåsbord. Cocktail Bar & lounge. Beautiful Summer garden. Music by Muzak. EL. 5-8183.

PROMENADE CAFE. Lower Plaza, 49-50 Sts. Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon Entrées from 50c, Prix Fixe Dinner from $1.50. Music.

TAVERN-ON-THE-GREEN—Central Park W. at 67th St. Luncheon from 85c. Dinner from $1.35. Minimum after 9 P.M. $1.00. Dancing on the Terrace to Hughie Barrett's Orchestra. Butterfield 8-3954

AT N. Y. WORLD'S FAIR

THE STAR AND CRESCENT—Turkish Pavilion on Market St. Authentic Turkish cuisine in a romantic setting. Famous Turkish apéritif—"lion's milk". Lunch $1.–$1.50. Dinner $1.50–$2.75 & à la carte.

LOUNGE BAR

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

FOOD FOR BEAUTY

HELENA RUBINSTEIN'S ZURICH LUNCHEON
715 Fifth Avenue. Where smart women learn to diet for streamlined vitality in an atmosphere of international chic. Four-course luncheon, $1. to $1.50.

WESTCHESTER

ANNA HELD'S COUNTRY INN—Bronx River Parkway. East of Peekskill. The unique spot in Westchester. Luncheon—Cocktails—Dinner. Visit the Anna Held Museum. Your hostess—Anna Held, Jr.

LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets, No. Huntington. Cuisine Française. Dining al fresco. Wines & Liquors. Open all year. 34 miles from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

BEAU SÉJOUR, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

ROSLYN MILL TEA HOUSE. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm and atmosphere. Luncheon, tea or dinner on terrace overlooking harbor.

THE MAINE MAID, Jericho Turnpike, Jericho. New England Dishes and Maine Lobster served in an old Colonial setting. A delightful place to spend a weekend or longer. No liquor. Tel. Hicksville 722.

NEW JERSEY

HANS CHRISTIAN ANDERSEN, Paramus. 15 min. from Geo. Washington Bridge, Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

OLD MILL INN—Route 32 between Morristown and Bernardsville. Picturesque old inn amid historic surroundings. Delicious food & delightful atmosphere. Outstanding country restaurant. Air conditioned.

NEW YORK STATE

THE TOWER INN (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

CONNECTICUT

WAKE ROBIN INN, Lakeville. Via Eastern State Pkwy. Charming country home. Broad veranda, spacious grounds. Golf, tennis, swimming, riding. Marie, the cook, tempts you with delicious Southern dishes.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. April into November.

CURTIS HOUSE, Woodbury—On Route 6, 20 mi. No. of Danbury. Famous Colonial Inn since 1754. Onion soup au gratin, charcoal broiled steak, flaky chicken pie, salad bowl, cocktails. Rooms furnished with antiques in 18th Century atmosphere.

THE CLARK STUDIOS, Noank, near New London. Off Route 1, in quaint New England fishing village. High up on hill overlooking the Sound. Outside terraces. Unequalled French and seafood dishes.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

WHITE TURKEY INN. Route 7—4 miles North o' Danbury, Conn., famous for fine food. Dinners, cocktails. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Open Sundays at noon.

THE SPINNING WHEEL, Redding Ridge. A country inn open all year; 12:30-8 P.M. Thoughtfully prepared food. Adjacent to Merritt Pkwy.—Route 58. Between Bridgeport & Danbury. Tel. Redding 67.

THE PETTIBONE TAVERN (Weatogue), Simsbury, Conn. From N. Y. Route 10, College Highway; from Boston via Stafford Springs. Charming old Tavern of Colonial Days. Outdoor garden. Simsbury 203.

MASSACHUSETTS

THE BLACK HORSE INN—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Charming gardens. Hingham 1161.

WEBER DUCK INN, Wrentham. Internationally famous Restaurant. When visiting New England don't miss this famous Inn, located on Route 1A, halfway between Providence, R. I., and Boston, Mass.

MARY HACKETT, Route 14, Duxbury, on the way to Plymouth. Good food served in the modern manner at thrifty New England prices in a house built in pre-revolutionary days.

VERMONT

MONUMENT INN
Bennington, Vermont. One of the Best Inns in New England—French Cuisine—Delightful Rooms. Under direction of Mr. Theodore Titze.

WASHINGTON

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858. Your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

A Portfolio of College Clothes

that you can find in stores throughout the country

HERE is extra help for back-to-college shoppers — a collection of smartly practical clothes, specially selected for you by the manufacturers as "most likely to succeed" on campus and off, during the coming season. All the clothes, shoes and accessories shown on the following nine pages of this Portfolio are available at local stores throughout the country. If any item is not to be had in your favorite shop, just write to the manufacturer, whose name and address are given under the illustration, to find out where it can be secured in your own city or locality.



"Sculptress", a Hall Marked fabric, is used for this junior dress. The sash ties a tiny waist-line. Silvered necklace. Junior Guild Frocks, 847 W. Jackson Blvd., Chicago, Ill.



Goura yarn is used for a snug-fitting cardigan sweater that combines both luxury and style for college girls. From Brownie Knitting Mills, 1410 Broadway, New York, N. Y.



A flattering off-the-face hat is this Dunlap felt. The crown is tucked. Trimmed with grosgrain band and streamers. Dunlap Hats, 417 Fifth Avenue, New York, New York.



A McMullen tailored classic campus dress in "mist" wool, with a tucked front and real rosewood buttons. This from the McMullen Co., 475 Fifth Avenue, New York.



"Co-Ed" is a de luxe Denton sleeping garment of creamy white soft-knit fabric. Made with separate bootie feet. The Denton Sleeping Garment Co., Centerville, Mich.



One of the Color Affiliates group of accessories, this pouch bag of "Paris black" suède, sash handle, gold-finish frame. Koret, Inc., 33 East 33rd Street, New York City.



A "Redfern" fitted cloth coat has a short black caracal jacket. Coat and jacket may be worn separately. From Cohen, Friedlander & Martin Co. (Redfern Garments), Toledo, O.



Léon has designed this young "Tish-U-Knit" sweater of zephyr yarn. Ribbed design, new elbow-length sleeves. Made by Olympic Knitwear Co., 1372 Broadway, N. Y. C.



A sheer wool multicoloured plaid dress made in coat style. Has its own hood to pull up over your head in a breeze. This is made by Kane Weill, Inc., 498 Seventh Ave., N. Y.



Whether for campus, sports or general street wear, Osa Johnson's "Congo" meets the occasion. Speare Glove Co., 468 Fourth Avenue, New York, New York.



A "Betty Rose" dress coat of Onde. Squirrel forms the collar and makes panels which end in pockets. From Stern-Slegman-Prins, 715 Armour Road, Kansas City, Missouri.



Rustproof exterior trimming distinguishes and reinforces this "Stream-Gard" Aviatrix luggage from Wheary Trunk Company, 1511 Sixteenth Street, Racine, Wis.



"Papoose" is a suède moccasin step-in with calf lacing. A DeLiso Deb shoe with comfortable walking heel. From Samuels Shoe Co. (DeLiso Deb), St. Louis, Mo.

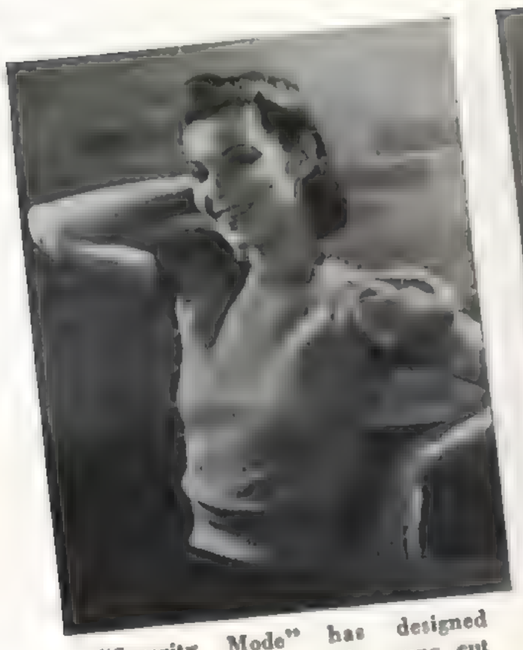


Red Cross makes "Cholet", a smooth, glove-fitting elasticized slip-on shoe with the important walled last. From the United States Shoe Corporation, Cincinnati, Ohio.



"Cherio" is a mud-guard tie by Air Step. It combines brown suède and calf and has a lowish covered heel. From the Brown Shoe Company, Saint Louis, Missouri.

(ADVERTISEMENT)



"Sorority Mode" has designed "Puffies" with a fresh young cut that makes it ideal for campus occasions. From Irwill Knitwear Corp., 1372 Broadway, N. Y. C.



A Knox felt hat made with young rolled brim. The crown has the felt interestingly manipulated. Grosgrain band. Knox Hat Co., 417 Fifth Avenue, New York, New York.



Pleated-back jacket, Scotch tweed import. Shetland tweed skirt and sweater of imported wool—all in colours to go together. Empire Imports, 1410 Broadway, New York.



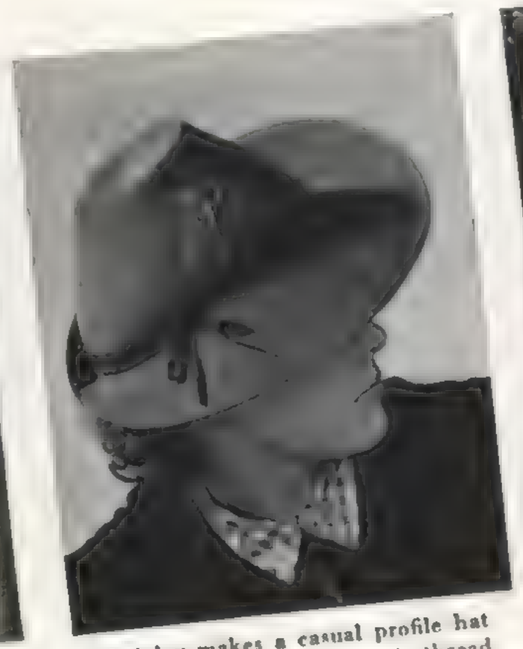
"Paul Sargent Junior", gay, young "freedom of movement" stud dress with a fresh new approach in colourful sheer all-wool plaid. Paul Sargent, 325 W. Jackson, Chicago, Ill.



Authentic Macduff clan plaid skirt; all-wool chenille rib-hugging short cardigan. Sweater, Select Sportswear. Skirt, Windsor Sportswear, both 1384 Broadway, New York.



Flattering pale shades of chenille are used for this polo-type lounge coat. One of a group styled by Saybury. From Elias Sayour Co., 31 East 31st Street, New York, N. Y.



Quinley makes a casual profile hat of felt trimmed with rain-thread stitching and a scalloped suède band. This is from Quinley Hats, at 417 Fifth Avenue, New York City.



Youth embodied in the graceful mink collar on this princesse line coat. The fabric is Pacific Mills' "Mossaine". From Stecher & Co., Inc., 512 Seventh Avenue, N. Y.



Shirt of Lorraine flannel with skirt of plaid woollen, stitched to resemble pleats. The skirt may also be had in flannel to match. F. & M. Skirt Co., 1410 Broadway, N. Y.



"Crepe Serenade" is used for one of those essential classic dresses. Novelty jewel studs, pocket pin and links. From Nan Tailor Fashions, 1375 Broadway, New York City.



"Hammer Brand" soft-drape Persian lamb in a 40-inch coat with a swing back. Lapel collar, high breast pockets and slash side pockets. M-S. Winter, 242 W. 30th, N. Y.



"Charcoal", one of the "Hall Marked" fabrics, is used for this dress with a shirred bodice and tiny waist-line. From F. E. D. Dress Co., 1400 Broadway, N. Y. C.



Campus "smoothie" of elasticized suède with alligator trimming—college heel. A Jacqueline shoe by the Wohl Shoe Company, 1224 Washington Avenue, St. Louis, Mo.



A Jacqueline pump with square toe and heel. V-throat. Made in elasticized suède with alligator trim. From the Wohl Shoe Company, 1224 Washington Avenue, St. Louis, Mo.



"Lassie" is a DeLiso Deb shoe in alligator calf and suède. It is made with walking heel and plateau last. Made by Samuels Shoe Co. (DeLiso Deb), St. Louis, Missouri.

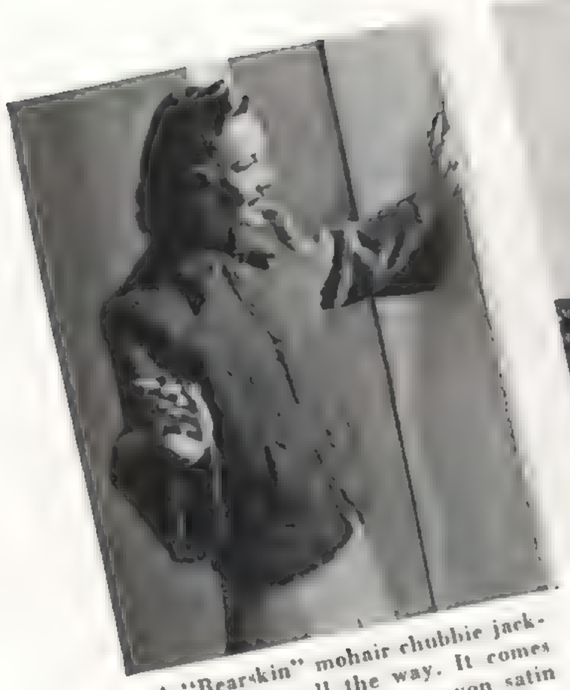


Air Step makes "Ranger", a black suède high monk step-in shoe with leather binding, and a covered low heel. From the Brown Shoe Company, Saint Louis, Missouri.

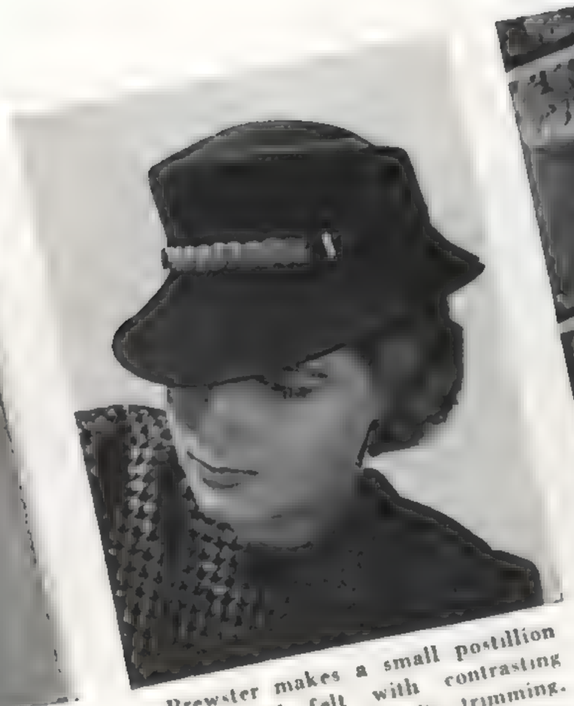


A high-front smooth-fitting suède step-in shoe with alligator trimming, "Belvedere" style by Red Cross. Made by the United States Shoe Corporation, Cincinnati, Ohio.

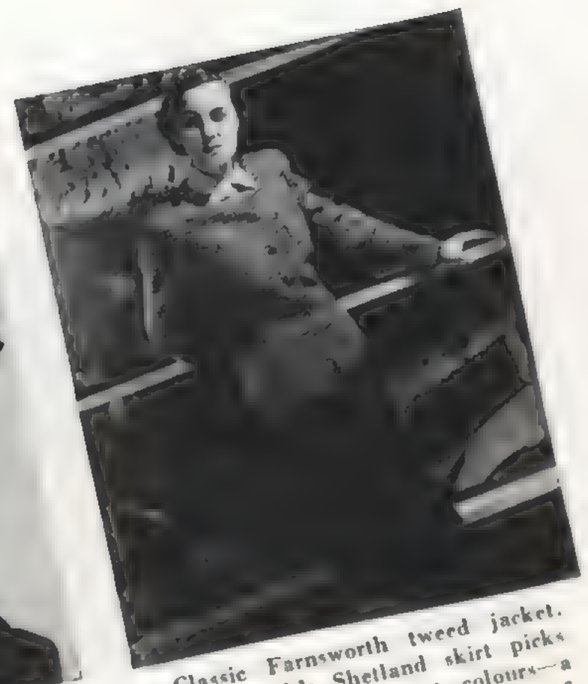
(ADVERTISEMENT)



A "Bearskin" mohair chubbie jacket that zips all the way. It comes in heather shades with rayon satin lining. Regina Knit Sportswear Co., 310 West Adams St., Chicago, Ill.



Brewster makes a small postillion cloche of felt with contrasting braided leather for its trimming. This is from the Brewster Hat Co., 411 Fifth Avenue, New York City.



Classic Farnsworth tweed jacket. Farnsworth's Shetland skirt picks up one of the jacket colours—a campus outfit to live in. F. & M. Skirt Co., 1410 Broadway, N. Y.



A perfect suit shoe by Rhythm Step, "Ardo" is an all-over alligator pump. Made by Johnson, Stephens & Shinkle Shoe Company, 4242 Laclede Avenue, St. Louis, Mo.



A corselette coat by "Betty Rose". Unusual tuckings make it fit smoothly. Slightly flared skirt. From Stern-Slegman-Prins, 715 Armour Road, Kansas City, Missouri.



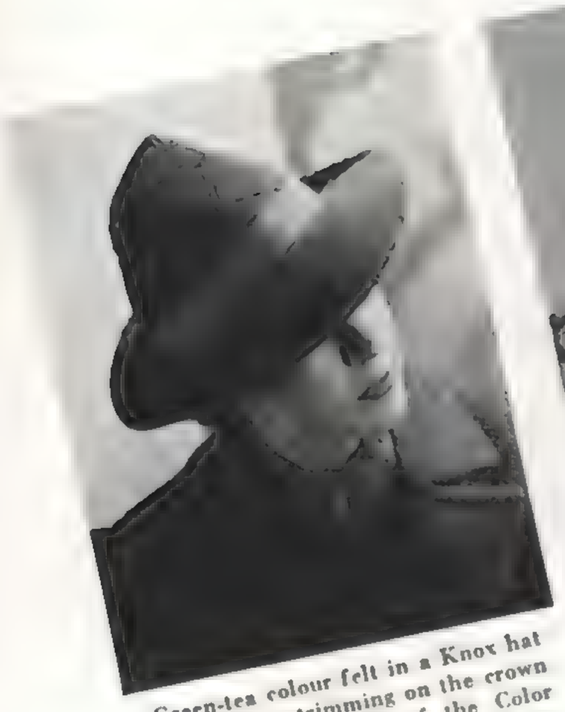
Heather jersey is used for a campus dress. Softly gored skirt, contrast in velveteen trimming and leather belt. From Straus, Royer & Strass, Inc., 1410 Broadway, New York.



A wool frock with fur buttons matching the brief bolero of sheared beaver-dyed-lamb. Matching hat available. The Etkin Banner Co., 230 W. 38th St., N. Y. C.



Rhythm Step's "Buccaneer" is a swaggering newcomer made in combinations of alligator and suède. Johnson, Stephens & Shinkle Shoe Co., 4242 Laclede Ave., St. Louis.



Green-tea colour felt in a Knox hat with zig-zag trimming on the crown and brim-edge. One of the Color Affiliates Accessories group. Knox Hat Co., 417 Fifth Ave., N. Y.



Gracefully full-skirted dinner gown of crush-resistant velvet. The sleeves are of appliquéd lace. From Lee Claire Costumes, Inc., 525 Seventh Avenue, New York, New York.



Criterion sports belt of genuine calf, with metal links in front. Two metal harness buckles fasten it. This is from Slote and Klein, 16 East 34th Street, New York, N. Y.



Build a campus wardrobe yourself by matching, mixing or toning Gotham Cuna jackets, sweaters, and skirts. They are made by Gotham Sportswear, 1410 Broadway, New York.

"Actionese" by Berkshire, with a new stretch top that resists strain. May be worn with or without garters. From the Berkshire Knitting Mills, Reading, Pennsylvania.



"Charcoal", one of the "Hall Marked" fabrics, makes this perfect "date" dress, with its polonaise influence, tucked yoke. Sakin & Lindner, 1400 Broadway, New York.



A campus treasure, this "Helen Harper" sweater of "furpaca" in an all-over floral design, back-buttoned. Blume Knitwear, Inc., 1372 Broadway, New York City.

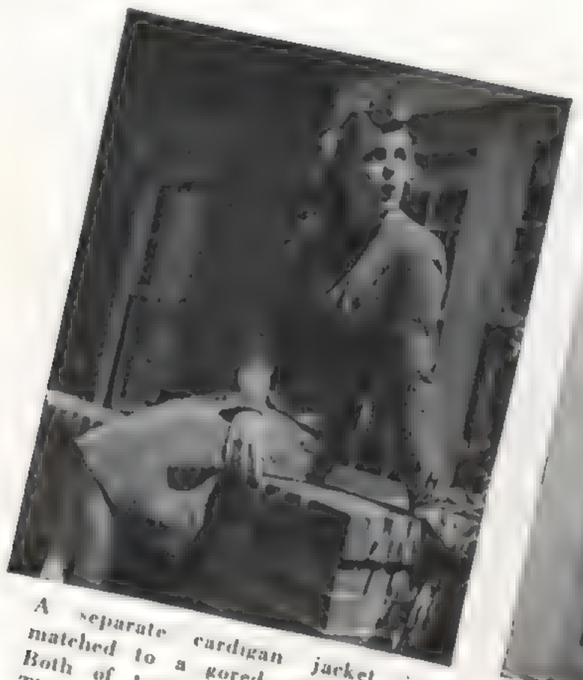


Nettleton's "Loafer" is a young shoe in autumn brown Bucko with matching alligator calf trimming. This is made by A. E. Nettleton Company, Syracuse, New York.

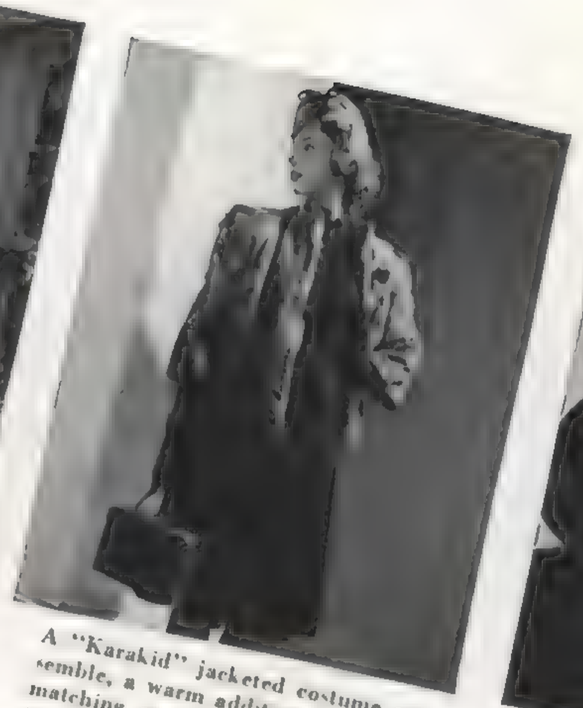


"Coxcomb" is one of Joyce's "Capers" that is at home in any dormitory, anywhere. It has a gay plaid lining. By Joyce, Pasadena, Calif., or 47 W. 34th St., New York City.

(ADVERTISEMENT)



A separate cardigan jacket is matched to a gored swing skirt. Both of tone-on-tone soft tweed. This is from M. Sloat Company, 525 Seventh Avenue, New York City.



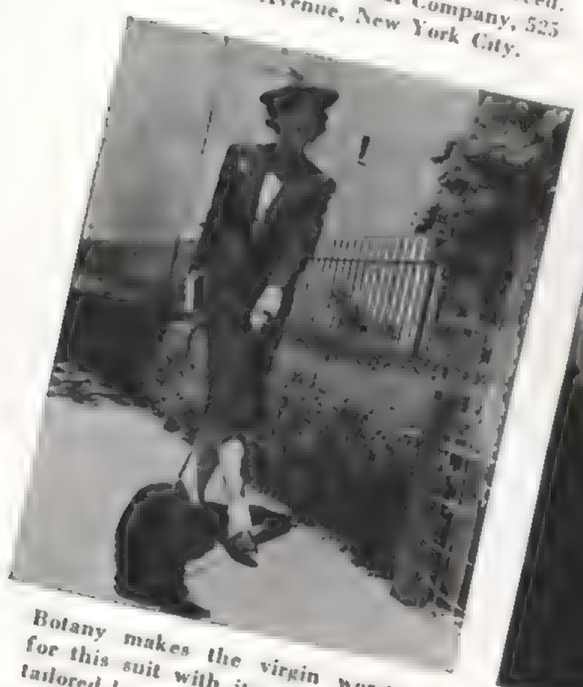
A "Karakid" jacketed costume ensemble, a warm addition to its own matching or contrasting dress. Hat to match available. Etkin Banner Co., Inc., 230 West 38th St., N. Y.



"Week-End" is a Wimbledon felt hat, its highish crown emphasized by pointed grosgrain detail for trimming. From Wimbledon Hats, 2 Park Avenue, New York, N. Y.



All wool plaid campus dress, with a gay swing to its pleated skirt. The blouse buttons down the back; studded belt. Goldman Company, 1410 Broadway, New York City.



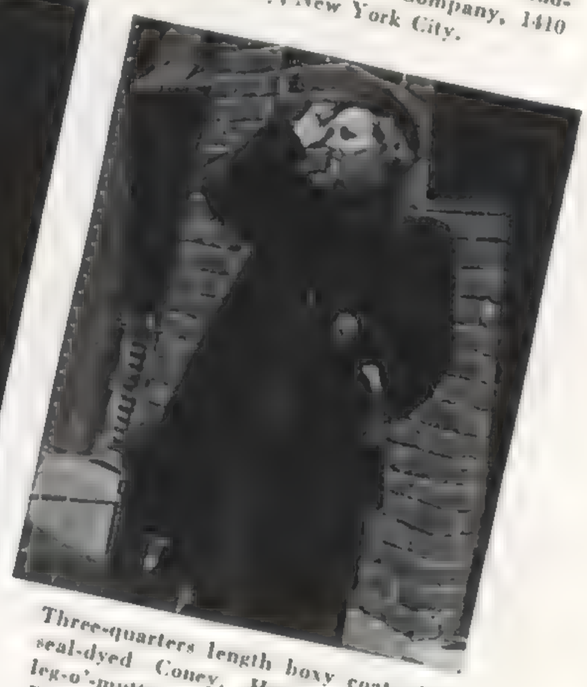
Botany makes the virgin worsted for this suit with its strictly man-tailored lines. One-button link closing. From Gayneshire Co., 275 Seventh Avenue, New York, N. Y.



One of the accessories in the Color Affiliates Group, this Kislav six-button slip-on of French washable doeskin. From Norman Blum Co., 468 Fourth Ave., New York, N. Y.



Van Raalte's glamourous two-thread "Sheerio" stockings take on a new price to please slender college budgets. The Van Raalte Co., Inc., 417 Fifth Avenue, New York City.



Three-quarters length boxy coat of seal-dyed Coney. High shoulder, leg-o'-mutton sleeves, band collar. From the National Fur Coat Co., 333 Seventh Ave., New York, N. Y.



Matrix makes a black suède "Lucia" step-in with scalloped top and cut-out design on the vamp. Low heel. From E. P. Reed and Company, 47 West 34th Street, N. Y.



A "Matrix" tie of suède with genuine Calcutta Lizard trimming. Scalloped top. Walking height heel. From E. P. Reed and Company, 47 West 34th Street, New York City.



"The Elizabeth", a step-in imitation of an old-fashioned three-buckle strap shoe. Smooth leather with "Lastex" suède. Palter DeLiso, 740 Broadway, New York City.



A spectator sports dress of Celanese "Kashur". Full gathered back, saddle stitching, jeweled studs, self belt. This is from Kane Weill, Inc., 498 Seventh Avenue, New York.



Companion wool costume—a plaid jacket over a plain dress made with cluster pleats in the skirt. This is from Pickwick Dress Co., Inc., 1400 Broadway, New York, N. Y.



A dress coat by Rothmoor with trim box lines accented by Persian lamb. The fabric is a soft needlepoint woollen. Rothmoor Corporation, Merchandise Mart, Chicago, Ill.



Safari brown Alaska sealskin is used in a youthful trotteur coat that is cut very full, 28-inch length. This is by S. Gluck and Co., 352 Seventh Avenue, New York City.



"Hammer Brand" soft-drape Persian Lamb for a 36-inch-length coat with ripple flare back, adjustable long or shorter sleeves. Rubinstein & Haibloom, 224 West 40th, N. Y.

(ADVERTISEMENT)



"Sculptress" is the Hall Marked fabric of which this dress is made. Afternoon dress made in Junior sizes. From Vanity Dress, Inc., 608 First Ave. N., Minneapolis, Minn.



Infinitely becoming, a gracefully slender "Kalmour" formal gown of wool-like Celanese. Tiny mess jacket turns it into a dinner suit. Kallman & Morris, 530-7th Ave., N. Y.



Green woollen for this dress, which has a vest-effect of novelty knitted material. Vest buttons on the shoulders. This is from Charles Armour, 498 Seventh Ave., New York City.



"Dry Manhattan", fitted coat of beaver-nap material. Shower-proof processed, novelty collar with imported wooden buttons. Trencher-Belsky, 214 W. 39th St., New York.



"Cathlin", a black suède side-gore sandal. It has a cut-out vamp and a medium continental-height heel. From Vitality Shoe Co., 1509 Washington Avenue, St. Louis, Mo.



Comfortable and smart on the campus—a grey wool coat-dress with princesse lines; short bright checked wool cardigan. Horwitz and Duberman, 498 Seventh Ave., N. Y. C.



A "Roxford" classic brimmed hat of felt. It turns up in back, and is trimmed with grosgrain and floss stitching. From Roxford Hats, 417 Fifth Avenue, New York, N. Y.



Graceful skirt, smooth tailored blouse in a dress of knitted nubby wool that combines two shades. Leather belt, and buttons. Charles Armour, 498 7th Ave., N. Y. C.



Belle-Sharmeer "Over-the-knee" stockings have a fine mesh garter top woven with "Lastex". They stay smooth. Belle-Sharmeer, Wayne Knitting Mills, Ft. Wayne, Ind.



The campus classic is a Brooks-type sweater—and here is one by Bradley. A plain-stitch cardigan of very soft Shetland blend yarn. Bradley Knitting Co., Delavan, Wisconsin.



"Classic" by Van Raalte fits the college curriculum with leather back and velvety rayon "Doevel" palm. From the Van Raalte Co., Inc., 417 Fifth Ave., New York City.



Brucewood "Co-ed" costume suit of Fenmore coating with London-dyed squirrel. Young dress of sheer companion wool. Nat Ribback Co., 337 S. Franklin St., Chicago, Ill.



British Walker's "Beverly". A new high-riding step-in with Cuban heel and side goring. In black suède and crushed kid. J. P. Smith Shoe Co., Sangamon & Huron Sts., Chicago.



"El Rey" is a portbrown suède Oxford with a delicately piped flower motif and lacing. Casual heel. From Queen Quality Shoe Co., 1509 Washington Ave., St. Louis, Missouri.

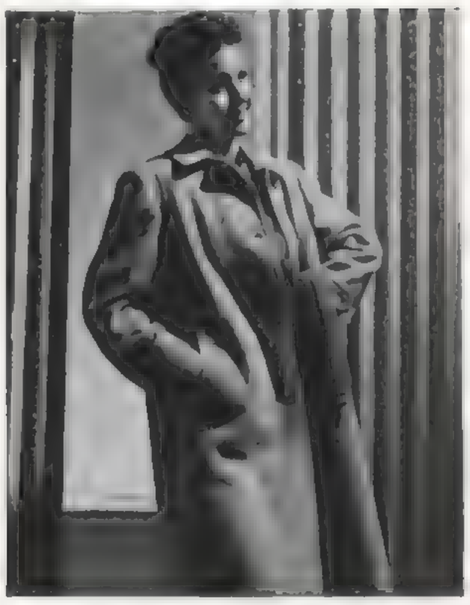


"Dovelora" flannel by Lorraine makes a hostess robe with modified bustle back. The revers are embroidered in wool. Barbro Co., Inc., 33 East 33rd St., New York.



"Bioseal", a selected super-quality dyed Coney in a coat with fitted front, loose back, shrug shoulders, and petal collar. Silverman & Grean, 231 W. 29th St., N. Y. C.

(ADVERTISEMENT)



Soft downy fleece for a classic coat. Its lining zips in and out. Lining, yoke and sleeves of weather-proof lamb's wool, rest of gay plaid. C. B. Shane, 200 Fifth Ave., N. Y.



Silver ribbon makes stripes on the enormous net skirt and tiny bodice of this "Kalmour" dance dress. Celanese taffeta slip. From Kallman & Morris, 530 Seventh Ave., N. Y. C.



A spun rayon and wool fabric used for a tailored frock. The blouse is tucked and smocked; piqué trimming, leather belt. From Biberman Bros., Inc., 1350 Broadway, N. Y.

New high-cut pump of stretchable suède with "Lastex". Perforations and simulated lacings for trimming. This is made by I. Miller & Sons, Long Island City, New York.





A two-tone woollen dress-and-jacket. The dress has Schiaparelli hooks to fasten it, a full swing skirt, contrasting trimming. International Dress Co., 1400 Broadway, N. Y. C.



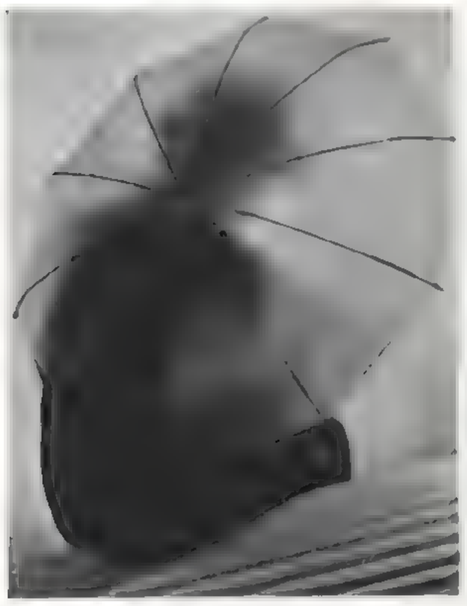
A McMullen classic tailored frock of Viyella, the famous British flannel. Softly tucked details make it especially wearable. From the McMullen Co., 475 Fifth Ave., N. Y.



"Mossaine" by Pacific Mills is the needlepoint fabric of a coat with plastron front and panel of fine moire caracal. From Stecher & Co., 512 Seventh Avenue, New York City.



Lampl's "Debbie" two-piece dress is of Lorraine's tone-on-tone flannel. Smart pocket treatment and convertible collar. Lampl Sportswear, 1410 Broadway, New York.



Goodrich "Koroseal" treated silk is used in the "Travel-Brella" that folds to a 12-inch size to tuck easily into a small space. Haas-Jordan, 350 Fifth Ave., N. Y. C.



One of the important shorter swing-back coats in Safari brown or black Alaska sealskin. It is 38 inches long. This is by Weingold Furs, Inc., 131 West 30th Street, New York City.



"Murray" is a Heel-Latch tailored tie with Cuban heel. Unusually placed stitched trimming. Black or wine suède. From Roberts, Johnson and Rand, St. Louis, Missouri.



"Rosemont" is a graceful slip-on shoe made with an airily treated high front in black suède with patent. Queen Quality Shoe Co., 1509 Washington Ave., St. Louis.



This smooth-fitting all-wool flannel robe is closed with "Kwik" slide fastener. A "Diana Dean" creation from Jebaily-Lonschein Co., 105 Madison Avenue, New York City.



A simple Harris tweed box coat that was designed by Vera Maxwell for Glenhunt. Notice the classic lines, perfect tailoring. Brows, Jacobson & Linde, 512 Seventh Ave., N. Y. C.



Spry and lively, a soft springy tread in designs that grip well, the "Ropee", a "Du-Flex" sole of live, resilient rubber. This is made by the Avon Sole Co., Avon, Mass.

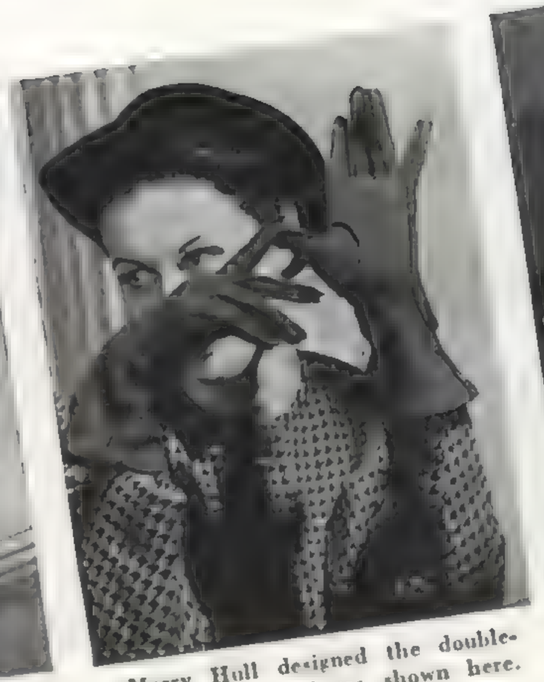


"Cabaña", a brown suède step-in tie with alligator calf mudguard and tongue and built-up leather heel. Made by Gray Brothers Shoes, Inc., 47 W. 34th St., N. Y.

(ADVERTISEMENT)



A favorite on campus—this skirt with its matching cardigan of all-wool duotone hound's tooth check. Jacket sleeves are lined. Sporteens, 1372 Broadway, New York City.



Merry Hull designed the double-woven cotton gloves shown here. "Simplex" slip-ons with hand-sewn seams—finger free, of course. Aris Gloves, Inc., 1 Park Avenue, N. Y.



Hartmann's large and roomy wardrobe trunk is easy to pack—it's a wise choice for discriminating college students. This is from the Hartmann Trunk Co., Racine, Wis.



"Modesto Pump" is a Walk-Over shoe of brown suède made with new treatment of alligator calf. Leather heel. From George E. Keith Co., Campello, Brockton, Mass.



Specialized back fulness appears in this basic dress of "Charcoal", one of the "Hall Marked" fabrics. Oriental accessories. From International Dress Co., 1400 B'way, N. Y.



A youthful coat, "Sycamore", of Ondé fabric. Trapunto embroidery for its decoration, quilted satin for its lining. Max M. Kann, 326 West Adams Street, Chicago, Illinois.



The perennially popular and becoming beret trimmed with grosgrain and an impertinent felt cockade. This is from Byron Hats, 417 Fifth Avenue, New York, New York.



"Ronda" is an afternoon pump of suède with interesting ruffled trimming and bow of patent leather. Made by Andrew Geller Shoes, 735 Lorimer Street, Brooklyn, N. Y.



This casual jersey coat-dress is perfectly classic in style. Made with grosgrain ribbon trimming, elastic belt. From Gross-Sydney, Inc., 498 Seventh Ave., New York City.



Light weight silk raincoat has been water-proofed with Goodrich "Koroseal". Princesse lines, high neck. From Comprehensive Fabrics, 31 West 27th Street, New York.



Double cording outlines the Peter Pan collar and cuffs of this blouse. Pin tucking on the front gives a crisp, tailored effect. Markay Waist House, 525 7th Ave., N. Y.



"Top-Flight" is a soft dressmaker pouch bag of suède in black, brown, navy, green, or wine, or in soft calf. This is from Paristyle Bags, Inc., 33 East 33rd Street, New York.



Suède for the crown, felt for the brim in a casual Dobbs hat. The brim is a modified visor type. Felt forms the trimming on crown. Dobbs Hats, 417 Fifth Ave., N. Y.



The "English Porker" by Rasmussen is made of genuine natural pigskin with a heavy double crêpe sole. A wonderful sports shoe. Rasmussen Shoe Co., Westboro, Mass.



"Friar" is a comfortable, tongued walking shoe with low heel and square toe. Brown, blue and black Bucko, leather bindings. From Dixon Bartlett Co., Baltimore, Md.

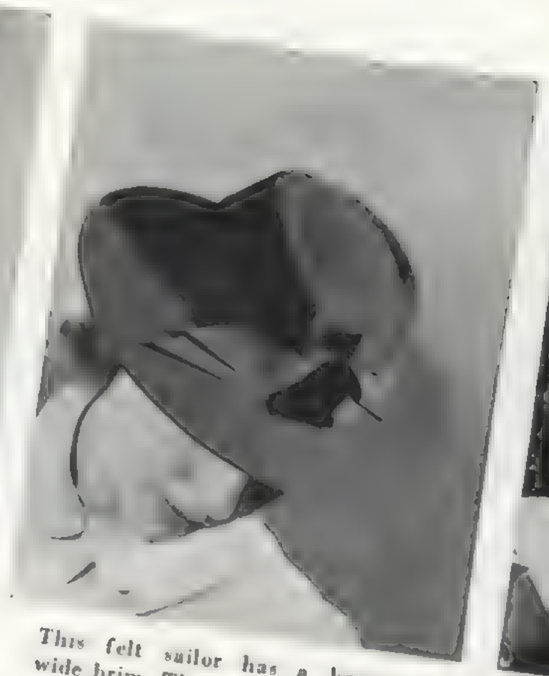
"Minton" is a high-cut elasticised pump by Heel-Latch. In black kid, black or brown suède, with a walking heel. From Roberts, Johnson and Rand, St. Louis, Missouri.



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The early Victorian silhouette of this frock is well suited to the "Hall Marked" fabric, "Charcoal". Lyons velvet trimming. Goldman Frocks, 1400 Broadway, N. Y. C.



This felt sailor has a becoming wide brim. The crown is oval trimmed with a matching grosgrain band. This is from The Croxley Hat Co., 417 Fifth Ave., New York.



A suit with impeccable lines, all man-tailored in a striped virgin worsted from Botany. Classic link button style. Made by Gayneshire Co., 275 Seventh Ave., New York.



Striped lumberjack top, plain contrasting skirt in a Lampl "Debbie" dress of Lorraine's tone-on-tone flannel. From Lampl Sportswear, 1410 Broadway, New York.



This fitted classic double-breasted reefer is made of Stroock's fine "Cloud-Drift" camel's hair. From Grossman and Spiegel, Inc., 512 Seventh Ave., New York City.



One of the indispensable classic shirt blouses, with finely stitched convertible collar. Truhu Jr. silk crêpe. This is from Adelaar Bros., Inc., 525 Seventh Ave., N. Y. C.



A Rothmoor coat in needlepoint with big sailor collar of tipped skunk. Slender, fitted silhouette. From the Rothmoor Corporation, Merchandise Mart, Chicago, Ill.



Slim fitted Kenston Tweed reefer coat has multi-gored body which gives the skirt a flippant swing and flare. From A. Davis & Sons, Inc., 225 W. 37th Street, New York.



"Westmount" is a walking Oxford of porthrown reversed calf with unlined vamp, a Cuban heel for comfort. From Vitality Shoe Co., 1509 Washington Ave., St. Louis, Mo.



Swing-skirted plaid dress, very young and trimly tailored. The slide-fastened jacket of Rochas inspiration is in a plain colour. International Dress Co., 1400 B'way.



Hair-line stripes on Lorraine's "Dovelora" flannel made into a hostess robe with buttoned waist and slide-fastened skirt. From Barbro Co., 33 E. 33rd St., N. Y.



"Kwik" slide fasteners close placket and front of the striped woollen sports dress styled by Betty Hartford. From R. Kolodney & Co., 1410 Broadway, New York City.

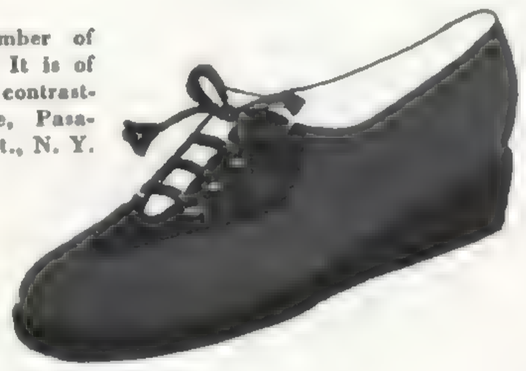


"Cornwall" is a black alligator calf Oxford, square toe and square, comfortable, low walking heel. From Gray Brothers Shoes, Inc., 47 West 34th Street, New York.

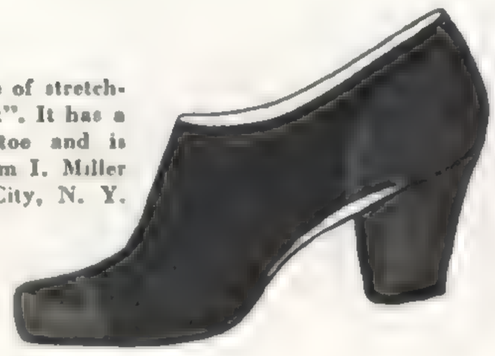


"Spatine" is a gaiter-type step-in shoe of suède with "Lastex". It also comes in combinations of leathers and fabrics. From Andrew Geller, 735 Lorimer St., Brooklyn, N. Y.

"Turf" is a smart member of Joyce's "Cool-ee" family. It is of Bucko with matching or contrasting calf trimming. Joyce, Pasadena, Calif.; 47 W. 34th St., N. Y.



Rocker sole step-in shoe of stretchable suède with "Lastex". It has a keg heel and walled toe and is trimmed with calf. From I. Miller & Sons, Long Island City, N. Y.



[ADVERTISEMENT]



Held in place with "Sta-up-top", this 14-inch girdle has front and back of rayon satin with "Lastex", two-way stretch sides. The Warner Bros. Co., Bridgeport, Conn.



"Fiesta" combines confetti-sprinkled pure-dye silk-and-Bemberg satin with plain trousers. A Miss Swank Dormitory fashion. Miss Swank, Inc., 112 Madison Ave., N.Y.



Smooth-fitting "Lastex" pants. "Lastex" is also used for the wide band top. The crotch is glove cloth. From Vanity Fair Silk Mills, 200 Madison Avenue, New York.



"Mouldette" brief pantie made of very light jersey with "Lastex" to give a sleek and controlled smoothness. From The William Carter Co., Needham Heights, Massachusetts.



"Gal-Briggan" jersey shirt and slacks for either lounging or sleeping. Long or short sleeves; slacks contrast in colour. The William Carter Co., Needham Heights, Mass.



Removable garters make this long pantie-girdle of satin with "Lastex" comfortable to wear with or without stockings. Wolfe & Lang, Inc., 35 W. 32nd St., N. Y. C.



Pyjamas with a tailored look combine a white blouse with either blue or wine trousers. Fine quality crêpe is used for both. David H. Kraft, 148 Madison Avenue, N.Y.C.



A long-line version of the famous "Adagio" brassière is made especially for the smaller-than-average bust. Maiden Form Brassiere Co., Inc., 200 Madison Ave., N. Y. C.



Carter's very lightly boned girdle of leno web with "Lastex" has very smooth top and bottom selvedges. Note the panel treatment. William Carter Co., Needham Heights, Mass.



The paper taffeta of this slip is very light weight, with a gentle rustle. In black, navy, tea rose or white. Roth Silk Undergarment Co., 102 Madison Avenue, N. Y. C.



Eyelet embroidery flounces the edge of this rayon "Radia" petticoat. Smart in black with a white ruffle. Vanity Fair Silk Mills, 200 Madison Avenue, New York City.



Belle-Sharmeer stockings are sized in length and width for small, middling, tall, plump. Look sheerer, wear longer. Belle-Sharmeer, Wayne Knitting Mills, Ft. Wayne, Ind.



Sheer 2-thread Admiration stockings finished with a secret "Mystery Twist" and exclusive "Vitro-Finish", "Applause" is the shade. Cooper, Wells, St. Joseph, Mich.



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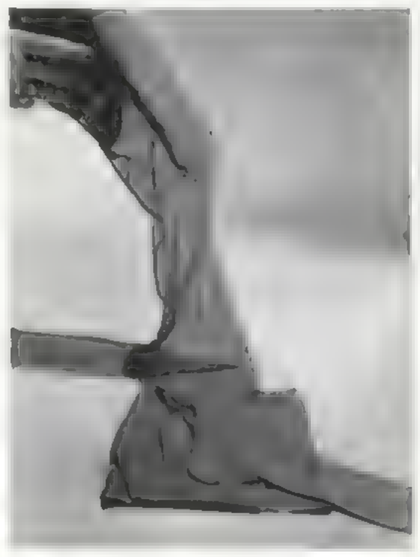
Dovedown "Toplastics" help to stop runs by absorbing knee and garter strains in the elastic section above the knee. Made by Dovedown Hosiery Mills at Griffin, Ga.



"Holly-ette Whirlpool" in three figure types features a V-band of power net with "Lastex". Hollywood-Maxwell, 6773 Hollywood Blvd., Hollywood, California.



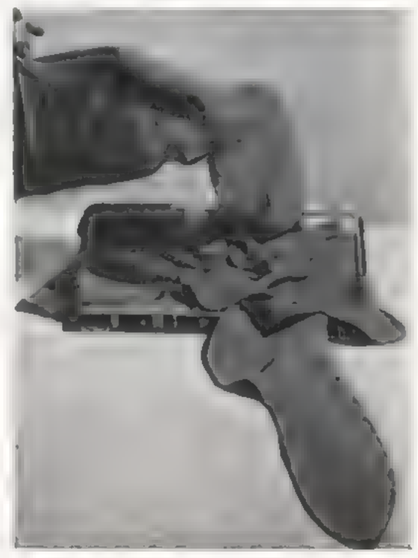
This three-thread Cannon stocking looks very sheer because of its genuine crêpe construction. In good autumn colours. This is from Cannon Mills, Inc., 70 Worth St., N. Y.



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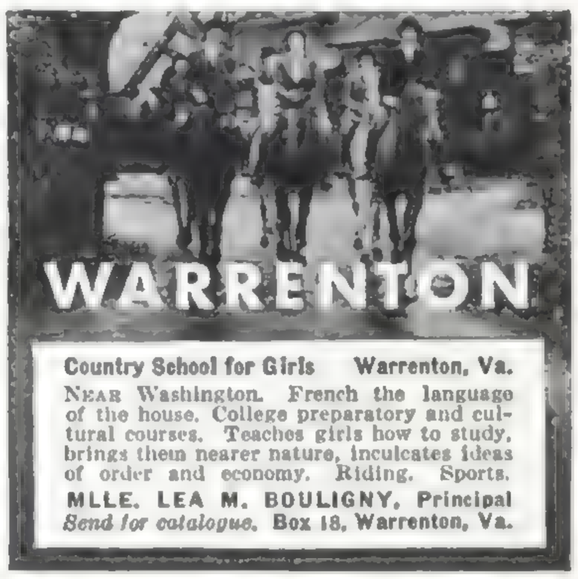
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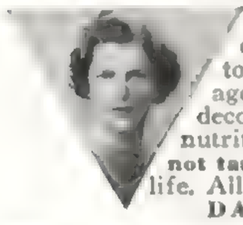
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VOGUE COVERS THE TOWN

Newport art show



At the Cushing Memorial Galleries in Newport, this month, there is what seems a graceful evocation of a now-vanished social period. On exhibition there are thirty portraits of distinguished residents of Newport during the far-off and fabulous 'Nineties.

The canvases are all the work of the most fashionable portraitists of their day, some of them American, some European in origin. The names of the sitters recall more luxurious and more leisured days: as, for example, the portrait of Mrs. August Belmont, the elder, by G. P. A. Healy; of Mrs. H. McKay Twombly by John Singer Sargent; of Lady Decies by the gifted and slightly mocking Boldini; also an enchanting picture of Edith Wharton—a bred-in-the-bone Newporter—as a girl.

These portraits are reminders that, in the happy 'Nineties, tennis was played only on lawns, high-wheeled dog-carts were the fashion, and Oscar Wilde left Newport, objecting to the heat and the plethora of red geraniums there.

Helena Sturtevant, Thelma C. Grosvenor (Mrs. Charles Whitman), and Paulette van Roekens are among the contemporary artists who are represented in the show, which is sponsored by the Art Association of Newport and the Newport Tercentenary Committee. The exhibition will last through Labor Day; that is to say, well after Newport's celebration of its three hundredth anniversary as a town.

Swiss cheeses

The success of the cheese cellars in the Swiss Pavilion at the World's Fair doesn't depend entirely on the eternal fascination of food. Besides the satisfactorily gigantic cart-wheels of cheeses ranged on their scrubbed wooden shelves, there is a wonderful exhibit showing how cheese used to be made, with the huge copper vats that were loaned to the peasants by the ancient monasteries.

Bright painted glass panels illustrate the history of cheese from the early Roman days to present times, with their modern factories. (Incidentally, all of these Swiss factories are run on a cooperative basis.) Grotesquely painted masks, which the herders and cheese-makers wear during festivals, hang near the door, and, leaning against the wall, there is an enormous pole that is used to cut the curds, looking like a Goliath swizzle-stick. Afterwards, girls in gaily coloured Swiss costumes sell Gruyère, *emmentaler*, or *glaris*.

Individuality

Grandma sometimes evaded—when she played a game called Truth. But Individuality, Incorporated doesn't beat around the bush. The firm, which is composed of Kathleen McStay, fashion advisor, and Sabra Hamilton, a portrait-painter, tells women the truth, the whole truth and nothing but the truth. Then they tell them how to capitalize on what once was only a mediocre virtue.

In the pleasant turquoise-and-mirror rooms of Individuality, Incorporated the client submits to a searching personal inquiry—and if the client doesn't answer truthfully she is snipping off her own nose. Afterwards suggestions are made for new hair arrangements, make-up, colour and line in day and evening frocks. Besides this service Miss Hamilton and Miss McStay also do personal shopping. Individuality, Incorporated is at 598 Madison Avenue, and the telephone is PLaza 8-1112.

Town gossip



In a prim, Puritan-plain background the Gordon String Quartet, which was founded by Jacques Gordon, gives its annual chamber-music recitals. Assisted by extremely distinguished artists, the Quartet will play every Sunday afternoon at four o'clock on Music Mountain, at Falls Village, not far from Canaan, Connecticut....

....Maxine Sullivan is back at the Onyx Club once more, singing her soft, lagging songs. Her husband, John Kirby, is leading the orchestra....

....The French Tourist Bureau is offering two hundred dollars as first prize in a contest for the best photographs taken by American tourists anywhere in France from the fifteenth of June to the thirty-first of December....

....Hildegarde will be singing popular songs in her suavely sophisticated manner at the Savoy-Plaza until the eighth of September.

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As we predicted

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with the retroussé toes

leads the parade of Fall footwear



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ANDRÉ DE DIENES

Wool chinchilla enters with the Class of '43, in a wool-lined jacket—here with plaid skirt, Heatherton pull-over. Jacket and skirt total less than $30. All; Lord and Taylor

ORCHIDS TO JERSEY

• They tell me I was first to sponsor the American fabric discovery—"Jersey" . . . First to see its talents: for smooth draping, for flattering the form, for resistance to muss and wrinkles.

I do know that the rich elegance and color beauty of these new Fall effects are frankly inspirational. There is no sheen to mar their soft loveliness. They breathe that well-groomed air that wise women call "Quality."

So, if you find enchantment in these Fall and Winter models—*Orchids to Jersey*—rather than to me.

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643—WILLOW GREEN

Charles Armour, Inc. 498 SEVENTH AVE., NEW YORK, N. Y.

Vogue's-eye view of hands in this issue

THESE are some of the hands, besides our own ink-stained ones, that have a hand, or at least a finger, in this issue. Some are famous, one immortal, some young and obscure and just getting a hand-up.

The hand that grips most of this issue is the college girl's. Not until hundreds of college girls (contestants for our Prix de Paris) had penned us their Wants and Want-nots did we assemble this current portfolio of college clothes. College boys lent a hand, too. The whole football team of the University of Virginia lent our editors a helping hand (and their photogenique faces) when we went down there to photograph college clothes in action.

The mimicking hands of Illa Roden, dancing in "From Vienna," beckon you to consider, further back, six other celebrities rising in the news. And ballet star Serge Lifar's hands, flickering at the de Beaumont Ball, lead you on to our account of Paris' midsummer parties—"Arabian Nights in Paris."

Governor William Vanderbilt's hand takes time off from balancing Rhode Island's budgets and poses for us in this issue just holding the reins of his quiet farm.

That hand holding a cigarette belongs to one of a four-handed team of writers, Christopher Isherwood and W. H. Auden (the latter, poet-professor at St. Mark's). Together, their hands direct you, in this issue, to some new books by British authors with a future.

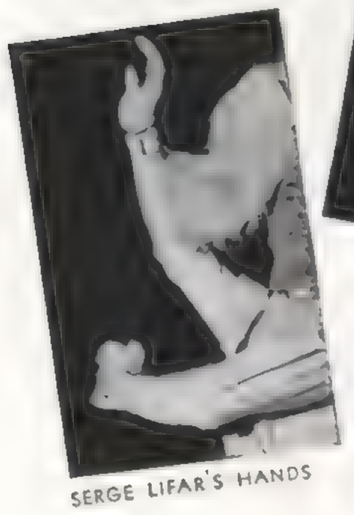
Cézanne's immortal hand (notice how he gripped his brush) and all the objects that that hand touched last —his open purse, his plaster cupid—are shown in hitherto unpublished pictures. Holding the palette is Boutet de Monvel's hand, which has put on canvas scores of famous moderns. He joins our series of portrait-painters.

Those capable weaving hands are just two of the thousands turning out new autumn fabrics for you. And that black paw of Shop-hound belongs to one of our own staff who wouldn't leave a hand unturned to give you news.


COLLEGE GIRL'S HAND


FOOTBALL TEAM'S HANDS

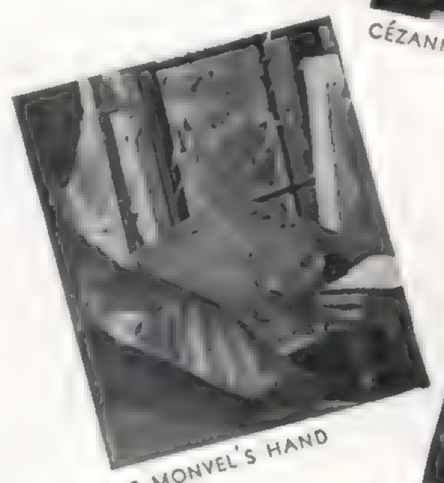
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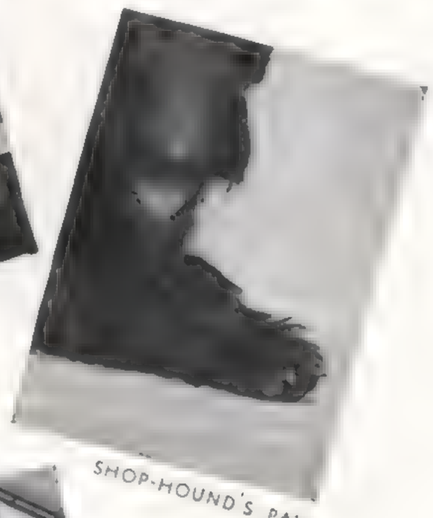

SERGE LIFAR'S HANDS

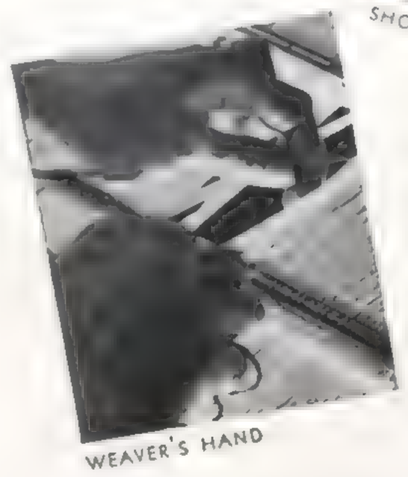

GOV. VANDERBILT'S HAND


C. ISHERWOOD'S HAND


CÉZANNE'S HAND


DE MONVEL'S HAND


SHOP-HOUND'S PAW


WEAVER'S HAND



CLOTHES FOR THE CLASS OF '43

Right now, you and almost half a million other girls are facing the major problem of choosing clothes for college. You have the desire, spreading and enveloping, for new clothes. What you also want is direction—the steady hand curving you gently, wisely towards the evolution of yourself from schoolgirl fledgling to college girl with distinction, with loveliness. You want to look neither like a grind nor a prom-bee. You want clothes to reveal your important taste, your mind, your background.

No one can tell you All, of course. You have the privilege, and the fun, of plunging in and making your own mistakes. But in case you'd like a hand-up—a foreknowledge of clothes that are mistake-preventers, consider the ones scattered lavishly and knowingly on the pages of this issue of Vogue.

As to the kinds of clothes and the prices to pay—we asked Vogue's Prix de Paris seniors in two hundred and fifty-one colleges. They gave us this-minute news on what was actually being worn on (and off) their campuses—from classics to fireworks. They told us how many of each you will need, and about what each should cost.

Then, we searched New York for the merely perfect of these kinds; then we whittled down our findings. We called in Elizabeth Farnsworth, this year's Prix winner (who, her Vassar classmates told us, was the best-dressed girl on *their* campus), to give her approval. Her expert eye looked at everything, from campus standbys to clothes for a week-end at a men's college. Reaction: Favourable.

And, finally, we went behind the scenes to make it possible for most of these clothes to be, if not in your own city, at least somewhere near you, in good shops across the country.

Now, turn over the pages, look at the clothes—a list on page 48 will tell you where to find them.

Opposite: Gabardine jacket, about $20. Skirt of imported plaid tweed, approximately $13. Shepherd pull-over of imported Shetland; about $7. Dobbs corduroy pork-pie, about $5. Lord and Taylor

TONI FRISSELL - CONDÉ NAST ENGRAVING



ANGORA WOOL DRESS BY MCMULLEN; SAKS-FIFTH AVENUE



TONI FRISSELL

VELVETEEN SUIT WITH ECHO SURAH SCARF; LORD AND TAYLOR

WEEK-END AT A MEN'S COLLEGE

We snapped these smiling faces at the University of Virginia—but the scene might be any men's college. Wherever it is—the whirl is the same, with Saturday's football game and the dances on Friday and Saturday nights high-lighted. You'll dress down, casually, during the day. At night, you will be DRESSED. Being casual about that important stag-line is just silly.

(*Above*) On the bleachers, with civilian students, a broad-shouldered, pink-and-brown Angora dress; just about $30 for this at Saks-Fifth Avenue.

(*Below*) The happy warriors would love to tea-dance with you in this green velveteen suit with a braid-bound, silver-buttoned jacket; approximately $18. Plaid scarf, $3 or so. You can acquire both at Lord and Taylor.

(*Opposite*) This blue Celanese moire dance dress is off-the-throat, off-the-back; *not* offhand. The skirt bustles in a bow. About $30 at Best.

• Shops in other cities have these clothes, too. See pages 48 and 49

KALMOUR DRESS; FROM BEST



FEMININE TOP-COAT OF NATURAL WOOL GABARDINE; MACY'S

TONI FRISSELL

FOR SHOPS IN OTHER CITIES, SEE PAGES 48-49



HAT AND GABARDINE SUIT; BEST

NATURAL WOOL GABARDINE DRESS; BONWIT TELLER

GABARDINE REGISTERS FOR COLLEGE

Top: Arriving Friday afternoon for a football week-end—a wool gabardine suit in green and navy-blue plaid; green crêpe blouse. All three pieces for about $40. Dunlap felt hat

Centre: Disporting at a beer picnic—a McMullen dress of natural wool gabardine. (N.B. Wool gabardine is a new love because it looks so knowing and tailors so well.) About $25

Left: Snapped beside the Serpentine Wall at the University of Virginia—a week-end guest in a wool gabardine coat copied from a man's. Good for rain or shine. About $20

City week-end for a College girl

ONE of the reasons you'll leave college is a week-end in the city—for a little visiting around, a little shopping, some suave urban life. You'll dress like any city-dweller; you, too, will be suave and urban, in clothes like these:
1. For dinner-and-theatre—a dinner-dress of bottle-green velveteen. There's fullness at the back, by the way. Around $40
2. To meet a young broker under the clock at the Biltmore—a collarless black wool coat that flares in back. About $40. Sprucing it up—a muff and hat of beaver-dyed Laskin mouton (together about $39)
3. For an informal evening at the Onyx Club—a black dress of Cohama crêpe, backdrop for accessories. About $17
4. For shopping, or a Saturday matinée—a two-piece dress of raspberry wool, the blazer top braid-bound. About $18
5. To travel back and forth in—a suit of blue-and-wine tweed, its short jacket panelled with wine velveteen. Around $30.
Wine-red velvet pill-box by Jeanne Tête
Opposite: An evening coat of wool gabardine (a fabric that's news) in flame-red (a colour that's news). Around $40
• For shops in other cities, see page 48



1. DINNER-DRESS; SAKS-FIFTH AVENUE



2. COAT, MUFF, AND HAT; BONWIT TELLER



3. AFTERNOON DRESS AND HAT; FRANKLIN SIMON



4. WOOL DRESS AND HAT; FRANKLIN SIMON



5. TWEED SUIT, VELVET HAT; BONWIT TELLER



CORDUROY COAT; LORD AND TAYLOR. TWEED REEFER; BONWIT TELLER



WOOLLY COAT; LINING AND SKIRT OF HOCKANUM WOOL. LORD AND TAYLOR



STROOCK CAMEL'S-HAIR COAT; WOOL CHINCHILLA REEFER. SAKS-FIFTH AVE.

Four-year Campus Coats

The Gibraltar of any college wardrobe is the campus coat—of which much is expected. It should look offhand—yet well-tailored. It should be rugged enough to take four years of batting around, being rained and snowed and sat on. It should, in the interests of parental blood-pressure, be priced considcrately. The coats on these pages qualify:

• Top, left: Light coat of beige corduroy, Cravenetted; for autumn and spring. About $13. Tweed skirt; about $7. Lord and Taylor. Second, brown tweed reefer, with a lining of camel's-hair and wool zipped in. Around $23. B. H. Wragge dress, the cardigan of natural cashmere jersey, the skirt of green wool; about $18. All from Bonwit Teller

• Centre: Full-length, natural-colour coat of a woolly, thick-pile fabric, lined with checked Hockanum wool. Checked skirt to match. Total, about $45. Both; Lord and Taylor

• Below, first: The Farmington classic that now goes to college, too—a pearl-buttoned coat of natural Stroock camel's-hair, around $40. Plaid skirt of imported llama wool; circa $11. Saks-Fifth Avenue. Second: Box-coat of blue wool chinchilla—a winner this year. Red flannel lining; brass buttons. About $30. Grey flannel slacks, approximately $9. Both; Saks-Fifth Avenue

• For shops in other cities see pages 48; 49

ANDRÉ DE DIENES



WHITE BABY LAMB follows you to school—via this hooded jacket. About $45. Lanz of Salzburg design; from Lord and Taylor







BRIGHT DRESS, FUR JACKET

A BRIGHT wool dress, a short fur jacket—perfect program for a football game. The dress makes a spot of colour in the stands (and picks you out at tea-dances later); the jacket leads a multiple life. And the prices of those shown here should do your heart good.

Left: Slate-blue dress of Hockanum wool: about $20. Leopard cat jacket; under $120. Felt hat. All; Best.

Left, above: Mustard cashmere jersey dress; about $18. Beaver-dyed mouton jacket; around $85. All; Best.

Above: Purple jersey dress, by McMullen; about $23. Opossum jacket; about $185. Saks-Fifth Avenue

• Opposite, first: Red coat-dress of tweed, festive as a pennant; approximately $25. Felt hat. Bonwit Teller.
• Second: Green dress of Juilliard rabbit's wool, circa $25. Lynx-dyed white fox jacket; about $195. Russeks.
(Other views of these stadium costumes are on page 140)



TONI FRISSELL



ABOVE-THE-KNEE SKIRT, KNEE SOCKS—college news! Crew shirt, socks, flannel skirt. Total, under $15; Bonwit Teller

THIS YEAR'S CLOTHES FOR THIS YEAR'S COLLEGE CROP

Last year They wore a bow in their hair.
This year you'll want a barrette.
Last year They clung to ankle-length socks.
This year yours reach to the knee.
Last year They *had* to have a tweed jacket.
This year you can switch to gabardine.

Your skirts are shorter, your sweaters longer. You wear shirt-waists more often. You love grey flannel, wear slacks more often, adore plaids, are mad for woolly jackets, insist on a hood, choose between a polo coat and a childish chinchilla. You wear a bright wool dress to early football games, always beneath a brief, baby fur jacket, even if you have to borrow it.

Last year you filched your brother's reversible rain-coat.
This year you'll follow his switch to wool gabardine.
Last spring you loved the knee-short tennis skirt.
This autumn you'll want a counterpart in wool (see the one opposite).
Last year you insisted on leather or bone buttons.
This year you'll have brass buttons on half your clothes.

Last year you tied up your head in a scarf.
This year you may wear a pork-pie hat.
Last year you went to proms in a huge-skirted bouffant.
This year you consider a bustle.

Your tweed suit may have a velveteen front; and you won't even try to live without a muff...you'll wear it, day and evening, in town, even when it's as inexpensive as beaver-dyed mouton!

You may even, *mirabile dictu*, change your faithful saddle shoes for the peasanty ones with side goring. And you'll have something that resembles a boot for some moment of your day.

Your town suit will be fitted as carefully as your father's. You'll coax for a little fur hat to match your muff. And when you visit your Aunt Laura in the city at Thanksgiving week-end, no one can tell, from merely looking at you, that you have to be back in time for an 8:30 class Monday morning.

This year's college clothes punctuate this issue from cover to cover. Many of them are in shops listed on page 48



At the de Beaumont Ball,
the Baronne de Cabrol as Marie-Thérèse
and Miss Brinda Balfour as Louis XIV.

Arabian Nights in Paris

A two weeks' extravaganza, the Paris season, crowded with costume balls

THIS season turned into the most brilliant one Paris has seen since the carefree late 1920's. Against a gloomy background, Paris managed to stage a brilliant extravaganza. The neat little white invitation cards stirred up whirls of tulle, feathers, lace, under which the nervous tension and anxiety of the times were temporarily buried.

The real season was crowded into two weeks—two weeks in which the only enemy discussed was the weather. It rained, it hailed, it blew; there wasn't an evening dress in Paris that didn't bear the season's mud scars, since gardens were the background for most Paris balls. One man telephoned his valet to bring his street clothes the morning after the de Beaumont costume ball. "Where, sir?" asked the valet. "To the de Beaumont garden, where I've taken root," he answered. The Baron Philippe de Rothschild cautiously sent out invitations for the fifth with the reservation that if it rained, you could come on the sixth. What the chef would have done with the eighty dinners had the postponement taken place, no one knows.

The things that stand out in memory...Candles burning palely in the bright sunlight that flooded the magnificent old Louis XIV. palace, in which Louise Macy gave her "Diadems and Decorations" party. The woman who arrived in an acid-green dress at the blue-and-white ball that M. Embericos gave in Mrs. Harrison Williams' new house. The glamour success of the Brazilian Madame Lopes. Count Pishta Bethlen doing a superb exhibition waltz with Louise Welczeck, the beautiful daughter of the German Ambassador, in the early morning sunlight in Lady Mendl's garden ballroom; and all the guests at Lady Mendl's party asking where the elephants were. Those elephants caused more speculation and gossip than any beautiful woman during the Paris season. The true story is that the Princess Karam of Kapurthala, the only person who knew how ladies should ride elephants, tried one out, with her hotel bed mattress strapped to his back. This circus elephant was not educated in Indian elegance and trod down half the circus in protestation. Lady Mendl wisely let the elephant subject drop. Other things to remember are the two Negro babies (found through the telephone company's information service) that the Countess Georges de Castellane had as part of her tableau at the de Beaumont Ball; the flattering Louis XIV. curls that covered two-thirds of (Continued on page 137)

At the de Beaumont Ball

HORST



THE PRINCE AND PRINCESS KARAM OF KAPURTHALA



THE DUCHESSE D'HARCOURT AND M. CHARLES-HENRI DAVAU



MME. PIROVANO, M. CHRISTIAN BÉRARD WITH HIS PARROT



THE DUCHESS OF WINDSOR, IN ZIG-ZAG PAILLETTES



FROM THE EIFFEL TOWER—A SHOWER OF FALLING STARS



MME. LOPES, THE NEW BRAZILIAN BEAUTY

The brilliant charity ball at the Eiffel Tower



INSIDE THE SOLENTE LOUIS-PHILIPPE HOUSE



DANCING IN THE GARDEN, IN HOOP-SKIRTS AND CRINOLINES

M. and Mme. Solente's Louis-Philippe Ball



MME. LOPES, AT LADY MENDL'S CIRCUS BALL



THE HORSES BROUGHT FROM FINLAND FOR THE BALL



SCHALL

IN A CORNER OF THE BALLROOM, MME. ANTENOR PATIÑO, MLLE. CÉCILE DE ROTHSCHILD AND, LIGHTING M. BÉRARD'S CIGARETTE, MR. TONY LAWSON



IN LADY MENDL'S GARDEN, A FLOOD-LIGHTED STATUE



TWO OF THE MOST BEAUTIFUL DRESSES AT THE BALL

LADY MENDL, CHATTING WITH M. BORIS KOCHNO

One of the biggest parties, Lady Mendl's Circus Ball

More back talk





It all began with the bustle. Now we report four new instances of back talk. Above, first: cowl-like drapery, and a wide apron panel down the back of the skirt. Second: cape-like drapery, a shirred skirt. Nettie Rosenstein designs, of black silk crêpe; Bonwit Teller; I. Magnin, California. Both hats; Mme. Pauline

Opposite page: two new backs are turned—graciously—at a new restaurant in town. First: buttons down the back, and skirt gathered in back. Black silk crêpe dress, suède belt. Blotta original; The Tailored Woman; Bullock's-Wilshire. Second: a cape-back on a slate-blue dress. Best; and Ransohoffs, San Francisco

YOUNG BRITISH WRITERS - ON THE WAY UP

Ten authors discussed by
two of their brilliant contemporaries—
W. H. Auden and Christopher Isherwood

EDITOR'S NOTE: *These two young English writers, Wystan Hugh Auden and Christopher Isherwood, who are now living in this country, have just had published their fourth collaboration, "Journey to War," a novel about Spain. Mr. Auden, one of the most distinguished modern poets, has written five other books, and was awarded the King's Gold Medal for Poetry in 1937.*

TIMES of crisis, like our own, are unfavourable to the art of the novelist.

The realistic novelist, trying to write about Europe to-day, is like a portrait-painter whose model refuses to sit still. He may hope to catch certain impressions, jot down a few suggestive notes —but the big, maturely considered masterpiece must wait for better times. Most of what passes for fiction is, of necessity, only a kind of high-grade news-reporting. The writer is far too close to his violently moving, dangerous subject.

Among the younger novelists in England, we have three such reporters—all men of great honesty and considerable talent: George Orwell, Ralph Bates, and Arthur Calder-Marshall. Orwell's career has been extraordinary. Educated at Eton, he has become a voluntary exile from his own class, preferring to inhabit the bitter and sordid world of the unemployed. A period of service with the Burmese police produced *Burmese Days,* a brilliant attack on British imperialism in the East. *Burmese Days* is the only novel which can bear comparison with Forster's *Passage to India.* Orwell lacks Forster's humanity. His irony is coarser, and his satire less delicate. But *Burmese Days* is, nevertheless, a thrilling and moving story of one man's failure in his struggle with the official machine. Returning to Europe, Orwell wandered about, acquiring the terrible experiences which are recorded in *The Road to Wigan Pier, The Clergyman's Daughter,* and *Down and Out in London and Paris.* Not since Jack London's *People of the Abyss* has anybody written so frankly about the Lower Depths of English life and its inhabitants, the miserable, huddled figures in their bundles of rags whom you can see any evening, trying to snatch a few moments of police-disturbed sleep on the benches of the Embankment and Trafalgar Square.

When the Spanish civil war broke out, Orwell went to fight on the Loyalist side. While operating a machine-gun, he was severely wounded in the throat, and, for some time, almost lost the use of his voice. Another book, in some ways his best, has been the result.

Bates, like Orwell, took part in the Spanish civil war. Indeed, he has become almost as much of a Spaniard as an Englishman. Several years before the war, he was already working as an engineer in Barcelona, and his sympathies were naturally involved with the fate of the People's Government. He is of working-class origin. His novel, *The Olive Field,* which tells the story of the unsuccessful 1934 revolt in the Asturias, shows a very different kind of talent from Orwell's. Bates' study of the Spanish peasants is warmer, more human, more lyrical (if, also, less subtle) than anything Orwell could achieve. It is possible to compare him, in this respect, with John Steinbeck. Orwell, whose strength and weakness lies in his morbidly acute class-consciousness, seems always to be apologizing for his upper-class background, his Etonian education. Bates is able to write more freely and naturally about the working-class to which he, by right of birth, belongs.

Calder-Marshall, also of upper-class origin, has attempted no similar feat of social denaturalization. Once himself a schoolmaster, he wrote one of the best English public-school novels, *Dead Centre. Dead Centre* has no plot: it is in the form of a collection of statements, made in the first person singular, by masters, school servants, and boys. Taken together, these statements build up a convincing, accurate and unsentimental picture of English public-school life. Calder-Marshall has also written the story of a murder-trial, *About Levy;* a big, sociological novel, *Pie in the Sky;* and a number of short stories. For some time, he lived in the East End of London, in one of the few houses which still stand directly on the river-bank, with the Thames actually splashing against the walls—the perfect setting for an Edgar Wallace mystery-story.

One of the most commercially successful of the young English writers of distinction is Graham Greene, the author of *Brighton Rock, Stamboul Train, It's a Battlefield,* and several other novels. Greene also helped to edit *Night and Day,* a short-lived attempt to produce a London version of *The New Yorker.* He is the son of a schoolmaster, and has travelled widely, in Iceland, Africa, and Mexico. He has also worked a good deal in the English film studios. Greene's training in film-script writing has given to his work an almost American terseness, speed, and punch. He is attracted by themes of violence, crime, and bloodshed; but his stories are more than mere thrillers. They possess a curious, symbolic quality: the tales themselves seem to be fables, full of inner meaning. Greene is a Catholic and deeply preoccupied with the problems of right and wrong, of the nature of sin and the inevitability of its punishment. Thus *Brighton Rock,* ostensibly an exciting book about a race-track gang, is in reality something much deeper, much more ambitious. Its hero, the neurotic boy-gangster, is a sort of amoral touchstone. Himself inhabiting a world which is beyond good and evil, he has the power of exposing whatever is evil or good in the characters of his victims and companions. Perhaps his creator owes something to Faulkner. One is reminded of the gangster Popeye in *Sanctuary.* (Continued on page 156)



Mrs. T. Suffern Tailer
from the portrait
by Bernard Boutet de Monvel
Number 8 in Vogue's series—
"Portrait-Painters of To-day."
[*Article on page 138*]

CONDÉ NAST ENGRAVING

Burnt sugar

— new colour
to flavour your autumn.
Wear it with black,
with green, with blue



Burnt-sugar wool dress,
high-lighted with
a tourmaline clip of Chinese gilt



Burnt-sugar for two Elizabeth Arden
bags: one suède, one tortoise-shell.
"Burnt Sugar" nail polish



Burnt-sugar—the natural shade of this short guanaco coat,
with Jeanne Tête's black felt hat as foil



Burnt-sugar belt of Hermès suède, on a black
dress—echoed by Hermès hand-sewn gloves



Burnt-sugar suède shoes—perforated, light



Burnt-sugar harmonizer—a tortoise-shell necklace to glint against a black dress

ANDRÉ DURST



Burnt-sugar Hermès suède beret;
"Burnt Sugar" lipstick. Gilt clip



Burnt-sugar wool reefer, with new square lines and
high revers, very urbane with Jeanne Tête's stiff black felt sailor



Burnt-sugar bag, of Hermès suède,
fastened with a gilt clasp.
Chinese gilt and silver metal bracelet

Special "Burnt Sugar" Make-Up; Elizabeth Arden
Everything on both pages; Bonwit Teller



MUTED TONES MERGE with quiet, dark furs. Wool suit, Hudson seal border, muff, and hat. Hattie Carnegie; I. Magnin. Next, a wool jersey dress—almost of a colour with the big sheared beaver coat. Soft pink tweed hat. All from Jay-Thorpe

If I could . . .

. . . write a best seller

I WOULD write in a room of my own with the Wolfe far from the door, so that I could write without rancour. I would not take my title from the Bible. It is not fair to pick a better brain. I would not write an historical novel by reading old newspaper clippings and suddenly interpolating in the midst of the romance between Oscar and Nellie, "That was the year Bryan resigned from the cabinet." I would have Walt Whitman for my father and Sigrid Undset for my mother.

I would not think that if my book was long it was a classic, and that if it was short it was a whimsy. I would not write about animals as though they were human, unless I wrote *The Wind in the Willows,* and that has been written. If I were Somerset Maugham, I would write gossip about my friends. If I were Alexander Woollcott, I would not. I would have my book published by Alfred Harcourt, senior, as he courageously published brilliant books before he knew his firm would profit by them. I would cut out as much from *The Grapes of Wrath* as Will Hays will. I would sell my best seller to the movies and throw away my typewriter.

. . . create a radio program

I WOULD choose a sponsor who knew that contact was a noun and didn't like it...he would not contact the studio for his Aunt Nellie, who wrote poetry as a girl and thought she could handle radio script. I would handle my commercial so that it was amusing, interesting, and in the manner of the program. (Jack Benny does this.) I would unmask the "Lone Ranger" and discover it was really Senator Key Pittman who cries, "Hi, Yo, Silver." I would only use radio drama that was written for radio—not condensations of stage plays. (Columbia's Workshop does this. Some of the plays are by Dorothy Parker, William Saroyan, and Stephen Vincent Benét.) I would not allow the studio audience to be so overcome with mirth that the radio audience missed the point entirely, making a radio audience feel like a little girl not invited to the party. I would not have a studio audience at all. I would present history in the distinguished manner of N.B.C.'s American History in Song, with its revival of forgotten folk-songs and ballads. I would make Ernest Thompson Seton as interesting to the youngsters as "Mr. District Attorney" or "Gangbusters."

. . . direct a movie

I WOULD begin with a story...not a title...not a character...not a mad moment. I would have the script written by an underpaid young genius and revised by no one. I would not begin my title with the word "love." I would use some of Alfred Hitchcock's rare genius to select actors who look like the characters they are meant to portray.

If I selected Paul Muni to play the part of General Juarez, I would give General Juarez a part...even if I could put fancier costumes on Brian Aherne. I would have some swashbuckling in the manner of Douglas Fairbanks, the first...especially that unforgettable down-sail slide in "The Black Pirate."

I would not show the passing of time by newspaper head-lines, the hands of a clock making the rounds at a gallop, leaves blowing off a calendar, or a picture of President Taft in office. I would not bring in my laughs on a banana peel, but on such a typical Marx brother line, as, "Either this man is dead or my watch has stopped." I would be able to adapt Chekhov or Steinbeck without squeamishness.

JAN SPIESS



GOVERNOR VANDERBILT AND HIS DAUGHTERS RIDING
DOWN THE COURTYARD OF HIS STABLES AT NEWPORT

Governor and Mrs. William H. Vanderbilt at "Oakland Farm"

The highly New England life of Rhode Island's Governor and his family, on their working farm

ORGANIZED and calm is the life that Governor Vanderbilt leads with his wife and three pretty daughters, Paddy and the twins, Anne and Elsie at "Oakland Farm." There in the fertile sweep of farmland, between Newport and Portsmouth, Rhode Island, the family alternates between inexorably non-political days, and days highly charged with politics. Elected last autumn by the greatest majority Rhode Island has ever given a governor, Governor Vanderbilt has steadily refused to make any of the old political gestures.

The family lives all year around in their pretty, white-clapboard house, dwarfed by enormous old oak- and elm-trees. Boxes of rich red geraniums hang under the windows, between bottle-green shutters; a little white picket fence separates the garden from the wide lawn that goes down smoothly to the stables.

The Governor's father, Alfred Vanderbilt, whose hobby was horses, built those stables, huge and solid, with a silvery grey roof, clusters of little turrets, and a succession of courtyards, tucked away in the building angles. The old coaches are still there—dozens of them—high-wheeled English dog-carts, a vermilion and black sleigh, a varnished French vis-à-vis, and that famous road-coach, the black and primrose-yellow "Venture," which used to run from London to Brighton, stopping at such delightful inns as "The Green Man," and "The White Hart." Next to the coaches is the harness room, bright with brass and, not far away, the fire-engine, a little shabby now, which was one of the Governor's boyhood enthusiasms. The riding-ring, with its sitting-rooms and dressing-rooms, where Alfred Vanderbilt trained his horses, was torn down by the Governor, when he went into politics, to make way for visitors' cars.

Although the life at "Oakland Farm" is not political, there are often parties and rallies, sometimes in the house itself, often in the vast, shining harness room, perfect for dancing. These parties are all arranged by Mrs. Vanderbilt, who was Anne Colby, and who has an effective flair for public life. (She reads eight newspapers a day, and keeps a complete file of clippings.)

The Governor spends most of every day at the State House in Providence, whether the Legislature is in session or not. Last winter, in one of the busiest sessions the Legislature has ever known, Governor Vanderbilt balanced the budget, signed a Civil Service bill, now the accepted model for the country, and cut his State's spending, without touching relief, by about nine per cent.

When he returns to "Oakland Farm," he frequently rides with his family to the sheepfold to see the new lambs, down to the barns to see the Guernseys milked, over to the fields to watch the hay cut. For, behind its charm, behind its pretty New England façade, "Oakland Farm," like the Vanderbilt family, is working.

KARGER-PIX



THE CHARMING WHITE-CLAPBOARD HOUSE AND THE LITTLE GARDEN



THE OAKLAND FARM FIRE DEPARTMENT



GOVERNOR AND MRS. VANDERBILT IN THE STABLE YARD



THE WHOLE FAMILY, AT THE SHEEPFOLD

Governor Vanderbilt and his family, at home on "Oakland Farm"



ANNE, WITH THE MOUSE-GREY SICILIAN DONKEY, GIGOLI

PADDY, DRIVING THE TWINS IN THE PAINTED CART



KARGER-PIX

MRS. VANDERBILT, WITH HER DOGS, TOMMY AND PETER

GOVERNOR VANDERBILT, PHOTOGRAPHER



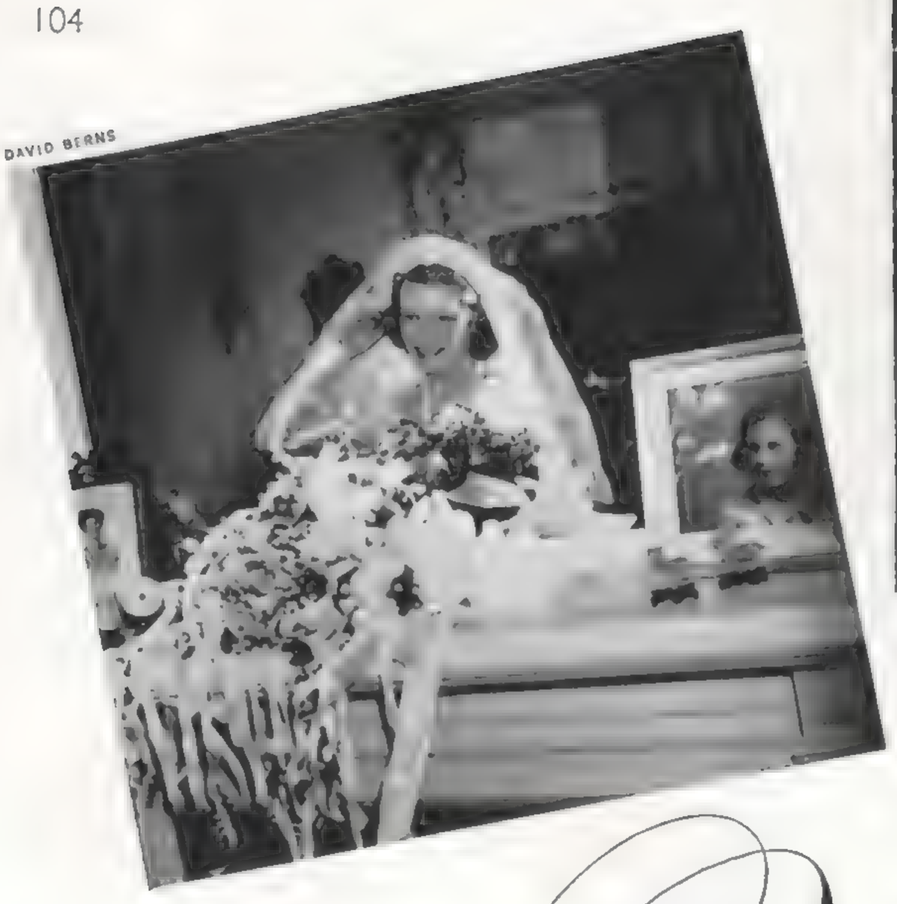
THE FAMOUS OLD ROAD COACH, THE "VENTURE"



MRS. VANDERBILT, CONSTANT NEWSPAPER READER



DAVID BERNS



Wedding in Newport

MISS AERIELLE FRAZER MARRIES THE HON. MICHAEL STRUTT



THE BRIDE AND GROOM



IN THE RECEIVING LINE, MR. AND MRS. JOSEPH WASHINGTON FRAZER, AND THE GROOM

THE BRIDE'S ATTENDANTS: FRONT ROW, LEFT TO RIGHT, MISS PATRICIA GARDINER, MISS VIRGINIA M. FRENCH, MRS. ROBERT GRANT, THIRD, MRS. FRANCIS TAYLOR, MRS. DOUGLAS FAIRBANKS, JUNIOR
BACK ROW, LEFT TO RIGHT, MISS CONSUELO VILLA, MRS. THATCHER WINSLOW, MRS. ALAN T. SCHUMACHER, MRS. EDWARD M. MCILVAIN, MRS. WILLIAM G. MCKNIGHT, JUNIOR, MRS. JOHN JACOB ASTOR





THE GROOM AND HIS BEST MAN, MR. RAYMOND GUEST



MRS. ROBERT GRANT, THIRD AND MRS. JOHN JACOB ASTOR



MISS ROSEMARY WARBURTON, MR. AND MRS. DOUGLAS FAIRBANKS, JR.

ON July 15, most of Newport went to St. Augustin's Catholic Church for the wedding of Aerielle Frost Frazer, daughter of Mr. and Mrs. Joseph Washington Frazer of Newport, New York and Toledo, and the Honourable Michael Strutt of England, son of the Countess of Rosebery and Lord Belper, and brother of the Duchess of Norfolk, premier duchess of England.

The bride wore classic white satin, a tiara of pearls, and a veil of tulle. Her eleven attendants were an extraordinarily beautiful group, in white eyelet embroidery, and blue or pink taffeta jackets, and flower hats in the same tones. The wedding reception —charming and informal—was held under a blue-and-white striped marquee on the lawn of the Frazer home. The guests danced on a silver-painted floor, ate at small tables, and drank at two amusing circular bars, while Douglas Fairbanks, junior, reversed rôles and played cameraman. Mr. and Mrs. Strutt will make their home in England.

THE USHERS: SEATED IN THE FRONT ROW, FROM LEFT TO RIGHT, MR. CHRISTOPHER DUNPHY, MR. MALCOLM S. MCCONIHE, JUNIOR, MR. LOUIS STODDARD, JUNIOR, AND MR. JOSEPH DOWLING. SEATED IN THE BACK ROW, FROM LEFT TO RIGHT, MR. RAYMOND GUEST, WHO WAS BEST MAN FOR MR. STRUTT, MR. HOWELL VAN GERBIG, MR. ARNOLD HANGER, MR. JOHN FELL, MR. BYRNES MACDONALD



STARS BREAKING THROUGH



OSCAR LEVANT shot into fame in "Information Please," with his earthy wit and his infallible musical knowledge. His songs have been popular hits, his serious music has been played by the Philadelphia and the Cleveland Symphony Orchestras, and he now conducts the orchestra for "The American Way"



COSTELLO AND ABBOTT, rough and tough, after ten years in burlesque, flipped into success in "The Streets of Paris," through the incredible virtuosity with which Abbott slaps the cowed Costello



GREER GARSON, red-haired and Irish, who first hit America in "Goodbye, Mr. Chips," now has the highly desirable lead in "Susan and God," thanks to her direct acting, her intelligence, and her strange elusive beauty

LIKE bubbles zig-zagging their way up to the rim of the glass, these ten stars have suddenly burst into the nation's consciousness. Their names will be spoken a million times, a million typewriters will clack out the record of their achievements, millions of newspapers carrying their names and faces will be blown across America.

A director, a composer, three authors and five actors, they include these paradoxes: a radio wit who is really a musician, a pair of musical comedy successes who are really burlesque clowns, a humourist who is really a painter, a beauty who is really an actress, an aviator who is really a writer and a movie star who is really a baby. The other three—an author, a director and an actress—are just what they appear to be. All are new stars, discovering, for the first time, how it feels.



LUDWIG BEMELMANS is the thoroughly unpredictable humourist, who writes as though he were going gently mad. He illustrated "Noodle," has three books on autumn lists: "Small Beer," a volume of short stories; a hotel textbook based on his experiences on the Ritz staff; and an enchanting children's book, "Madeline"



SANDY IIENVILLE with her blue eyes and baby stare, unaffectedly swiped the movie, "East Side of Heaven," from Bing Crosby. Owner of a long-term contract, she acts two hours a day, will be next in "Unexpected Father," is now a star because her father, a milkman, left her picture with the director's cream



ILLA RODEN, small, dark, chubby, and entirely competent, is the chief delight of the refugee revue, "From Vienna." A professional dancer, starred in Austria since she was five, Miss Roden worked as a maid in New York until the play opened. In her act, "The Little Ballerina," she brings a new kind of humour—fragile and insinuating, with all the sophisticated naïveté of a Greuze painting.



GARSON KANIN, the new movie wonder who directed "Bachelor Mother," is shrewdly observant, braids human touches, like ribbons, into his pictures. Now twenty-six, he has been burlesque actor and producer



KATHERINE ANNE PORTER, who wrote "Pale Horse, Pale Rider," a notable spring book, is a slow, precise writer, whose last book, "Flowering Judas," was published eight years ago. Almost white-haired, chic, with a voice like a clear whisper, she has a style that is delicate, strong as molybdenum wire.



ANTOINE DE SAINT EXUPÉRY flew into notice with "Wind, Sand and Stars"—a blueprint of an aviator's emotions. He has flown in Africa, and this summer was copilot of the French trans-Atlantic plane



MME. LICHTENSTEIN

Five furs, five silhouettes

Mink - day or evening.
Free swinging, gently full.
As good an investment
as Government baby bonds



Hudson seal (Hollander dyed) -
flip, flaring, cut like
Schiaparelli's night shirt.
Wear it for day, or over a dinner suit.

BONWIT TELLER
MARSHALL FIELD



B. WEINSTEIN

← Brown Persian lamb –
rare because it's natural.
Pleated, doll-waisted.
What we mean, this year,
by Quiet Elegance.



REVILLON

Black caracal – →
staging a comeback.
A supple box coat
to wear over a
dinner suit, too



BONWIT TELLER
MARSHALL FIELD

Grey Persian lamb –
very full back, surplice collar.
Double your self-esteem with this,
over a taupe-brown dress.



SENSATIONAL FACIALS



"Facials make me feel beautiful!" They make you *feel* beautiful and they make you feel *beautiful.* Naturally they have another purpose, but indisputably they make you *feel*...and that is why, in trying to show you the new facials, we have gone staggering into the fourth dimension. For these photographs are not steps of any actual facial treatments. They are merely our gesture towards trying to make sensation visual. For example, the lady on the left, the relaxed dreamer whose face is misted by gentle drifts of snow. This is what she feels, under the benediction of a light fluffy masque, which is soothing and softening her summer-toughened skin. And while she is feeling so beautiful, her circulation becomes active, and her sun-parched summer skin begins flaking off, and she begins to bloom like a rose under snow.

Consider the radiant lady above, who has practically melted into the infinite in an astral play of electricity. She is feeling definitely out of this world, full of the radiance of sunlight and the quickening tingle of currents that course over her head and shoulders. Actually she is thermostatically controlled and merely responding to an exhilarating treatment that enlivens her summer skin. The musing lady below has a distinct sensation of soft wings about her eyes and brows. The truth of the matter is, that quiet fingers are soothing and manipulating to ease the squint lines around eyes that have gazed too boldly on the brilliant summer scene.

And if all this seems more beautiful than practical, a word: The end of August probably finds you regretting your summer skin—determined to Do Something about it. And if you really want to, you can have immediate—well—almost immediate results. There are facial treatments that can, in two or three weeks' time, make a real change in your skin. But, we warn you that this changed skin takes co-operation on your part, and investment of time and of money. There are several such treatments; most good beauty houses give them. But if your usual salon does not, write us for the names of specific treatments.



HORST

Gertrude Lawrence—appearing in one-colour costumes



YELLOW-GREEN WOOL COSTUME; SAKS-FIFTH AVENUE

GERTRUDE LAWRENCE has been busy lately, playing the lead in the road try-out of a new play—and choosing autumn clothes. (We'll concentrate on the clothes, pausing to tell you that the play is Samson Raphaelson's comedy, "Skylark," and that it opens soon on Broadway.)

We photographed Miss Lawrence—who has a notable ability to choose clothes and wear them—in three costumes she selected for the real-life rôle of a private citizen. Notice that they are all jacket-dresses. Miss Lawrence likes them because they're complete costumes, look well with fur scarfs now, are light enough to slide easily under fur coats later, and make good backdrops for accessories.

At the left, Miss Lawrence in yellow-green wool, the jacket snug-fitting. With it, a winged hat of green velvet.

Below, Miss Lawrence in a costume of purple Lorraine wool, with gilt rings on the monkey jacket; a purple hat.

Opposite, she varies her monotone costume—a simple black wool dress and jacket—with a red-and-yellow felt hat. Notice the horn-rimmed glasses—a Lawrence trade-mark. She treats them as decorative props, swooping them off, hooking them on again, until they—like everything she puts on—seem to become a natural part of her.



PURPLE WOOL JACKET DRESS; SAKS FIFTH AVENUE



MISS LAWRENCE IN A LORRAINE WOOL COSTUME, SAKS FIFTH AVENUE

Wools for the winds

the entire blues

Weave these thoughts into your subconscious—concerning the wools of autumn. That town wools will be smooth...smooth and dull and soft, smooth stuffs like duvetine and suède cloth. That chinchilla, the self-same wool chinchilla you wore to kindergarten, is back in billiard green, red, or blue for town-country coats. That gabardine is borrowed from men for your country suit, that the newest is so fine it looks like surah. That soft cashmere wool jersey appears in afternoon dresses, dinner-blouses, and bright revers for dark wool dresses.

That plaids are bigger—in size and popularity—than ever. That plaid appears more and more at night, in dinner-jackets, boleros, evening coats. That this year you'll mix plaids and checks with complete nonchalance; say a plum-and-blue plaid coat, a plum-and-blue checked skirt, a plum jacket.

That the most arresting colour schemes this year will be, not the brashly mixed ones, but the elegant, muted ones. That taupe is in revival, blending with black fur, and with sheared beaver. That the importance of all the brown furs is causing a run on all the browns, greys, off-greens and soft, misty blues. That black of course will hold its own, looking its subtlest with these same brown furs.... And now, more about the colours, play by play:

THE ENTIRE BROWN FAMILY ARRIVES...red-browns, amber-browns, grey-browns, brown-browns, true beiges. Opposite, 1. Amber cashmere angora jersey from I. A. Wyner, at Altman; for a first autumn dress. 2. Botany suède wool coating, dark brown, for blond or bleached furs (for instance, the new cherry red silver fox). At Bloomingdale's. 3. Taupe wool tweed coating from Hockanum, at Lord and Taylor; persist until you find taupe Persian lamb for a collar and a muff. 4. Red-brown, hoary costume coating, with what looks like trapunto embroidery; from Olré, at McCutcheon's. Have a plain dress to match. 5. Taupe-and-brown tweed suiting (with two runs and a jump of bright red); a Rodier wool at Lord and Taylor.

BLUES AND PLUMS ARE PRESERVED...and many recipes mix the two together. 6. "Queen's Blue" in a chiffon-sheer dress wool by Forstmann, Altman. For an afternoon dress (to wear with a brown fur coat). 7. Green-blue and brown striped hairy dress wool from John Walther; at Lord and Taylor...beautiful with a jacket of nutria or mink. 8. Dark blue gabardine by Forstmann, very fine, at Altman. 9. Slate blue and brown herring-bone suiting from Daniel Farnsworth; McCutcheon's. Wear a brown coat. 10. British mixed tweed, imported by McCutcheon's. 11. Darning threads criss-crossed over a very sheer wool costume coating by Lesur; McCutcheon's. 12. Hockanum's plum wool dress crêpe at Lord and Taylor.

of autumn



brown family arrives



and plums are preserved

greens turn



red flickers as an

new greys

to strange, muted tones

accent

are naturals

All the greyed greens you are going to see—like those opposite—are quiet testimony to the influence of brown furs this autumn ...particularly of sheared beaver, with its now-grey, now-brown behaviour. Examine those green wools—you can almost feel their softness—introduce one of them at least into your autumn wardrobe—mix them freely with other colours. Being muted, they mix well.

1. Dark artichoke green coating in basket weave, from Lesur; at Altman. To do this up brown, wear a beaver or nutria stole. 2. "Mystery" green smooth diagonal wool coating, by Forstmann at Altman. Have a long coat and a skirt to match; add bright blouses. 3. Billiard green wool chinchilla coating from Botany, at McCutcheon's. Cut it just like a child's brass-buttoned reefer, for your country coat; have a skirt of that green-and-red check (8, below).

4. Spruce green dress wool, in an interesting new weave, striped with mustard and white; a Folkhard and Lawrence fabric; McCutcheon's. It's one of a large family—dress, suit and coat weights, all related. 5. Stroock's moss green dress wool, at Altman ...a beautiful colour with a guanaco or wolverine jacket. It has its own companion coating, too—one of the new, decorated wools.

RED FLICKERS AS AN ACCENT...and even flares up in bright red dresses. Red accenting black is rife in the land. Red with black furs should be a cardinal consideration. And red with dark, dark green is good news. 6. MacQueen clan tartan on a rugged Shetland wool coating from Strong-Hewat; Altman. Wear it in town and out, to horse shows and big games...prize it for years.

7. Cardinal red Rodier dress wool, very sheer; at McCutcheon's. Mate it with its companion, the brown-and-taupe striped tweed (5, on page 115)—and sometimes wear it with a black fur coat or jacket. 8. Red, spruce green, and blue checked suiting from Daniel Farnsworth; McCutcheon's. A country suit is clearly indicated.

NEW GREYS ARE NATURALS...with the look of a mixture of natural grey yarns, instead of a flat grey, dyed-in-the-piece look. This helps them blend with the brown furs that smart women will always choose for grey. 9. Smooth suède dress wool in mixed grey, from Walther; at Lord and Taylor. A suède coating matches it. 10. Stroock's natural-and-white tweed coating, at Altman; for a handsome travel coat to go South in...with a beaver collar, and perhaps a suit of natural or brown jersey or gabardine. 11. Ombré-checked suiting in five tones of Oxford grey, designed by Pola Stout; at Lord and Taylor. There are plain greys to mate with this. 12. Pacific Mills' natural grey bouclé coating, at Lord and Taylor. You're likely to want a mustard dress, and a brown one....And now, look up your tailor...and be off!



Cézanne, wearing his ancient and inevitable derby, his black formal coat, working on one of his luminous Provençal landscapes, just outside his garden



The studio, empty of everything but the necessities of painting. At the right, the slit in the wall to push "The Bathers" canvas into the garden

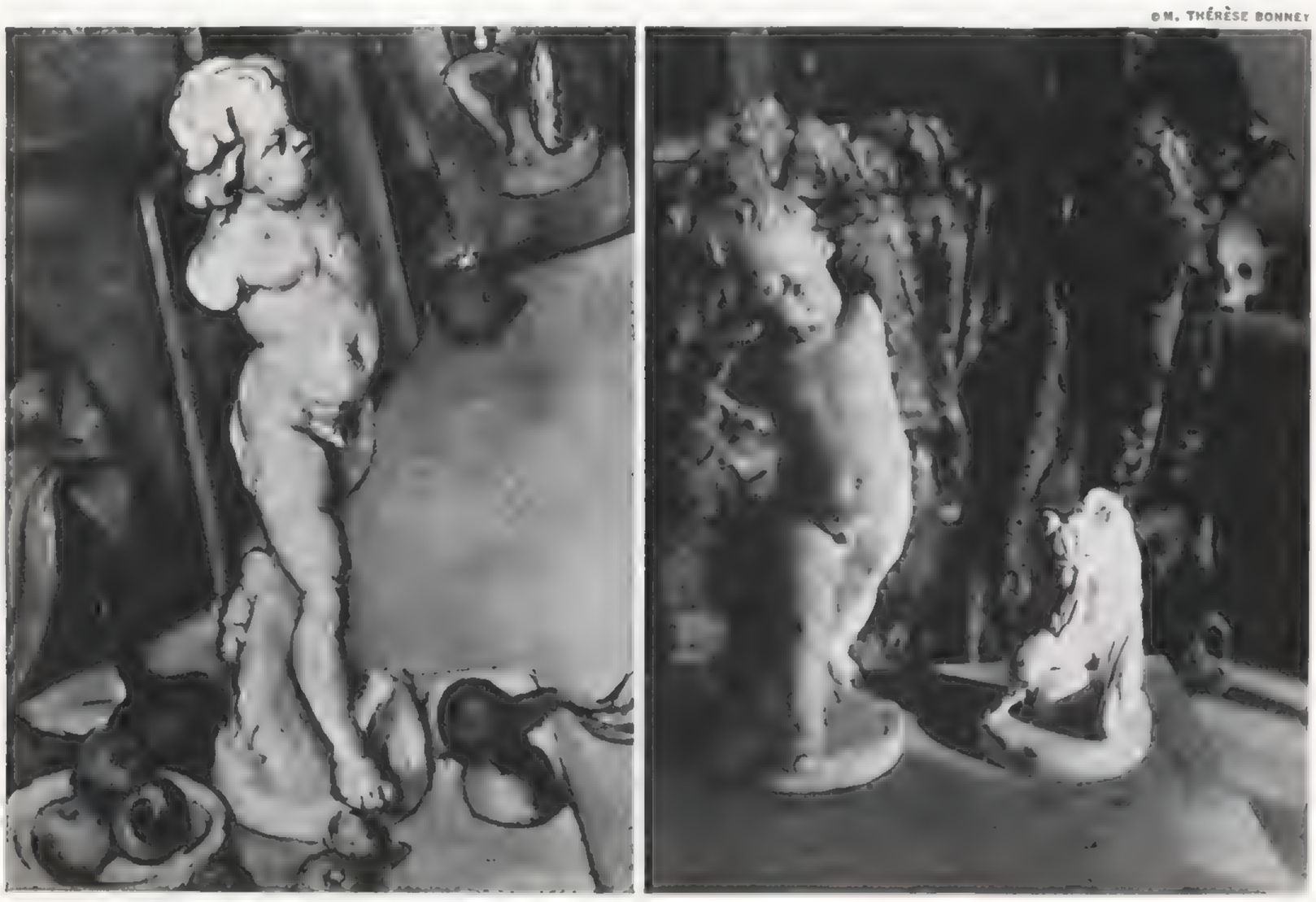


Cézanne's great grey pèlerine, his outdoor easel, and the big white parasol, under which he painted his landscapes so full of light

Cézanne

The studio of the greatest of modern painters still stands untouched at Aix-en-Provence, exactly as he left it

©M. THÉRÈSE BONNEY



Canvas by Cézanne, in the Courtauldt Collection, showing how exactly he reproduced the two casts at the right—Cupid and "L'Homme Écorché"



The little, articulated mannequin that Cézanne used as a model for "The Bathers." Because of provincial mores, he couldn't use nude models



Cézanne's school books spread out on a table in the studio. At the left, there is his flowing young signature on a book. In the centre are his prize volumes, won in 1854 for excellence in chemistry, Greek, Latin and cosmography. At the right is a scrawled pen-and-ink sketch, his earliest known drawing

THE most famous studio in modern art is the bare, high-ceilinged room at Aix-en-Provence, which Paul Cézanne left one thundery afternoon in 1906, and to which he was brought back dying. Now, untouched, dusty, the studio is exactly as Cézanne left it. Occasionally, Marcel Provence, who owns it, allows special visitors to go there. It looks like no museum. Three skulls lie on a table in the same order as they do in his great painting, "*Les Trois Crânes*"; an open purse rests beside a Bible; jugs, ginger jars, brushes, paints, an old wine-bottle, once filled with turpentine, a plaster cupid, are all there. They present a touching picture of the studio as it really was—the workroom of a simple working artist.

Built around an olive-tree which he refused to disturb, the studio was finished in 1901. It stands just outside the town, which this year is celebrating the centenary of Cézanne's birth, ignoring the unfortunate fact that when he was alive he had to cover his windows with fine netting to protect them from the stones thrown by youngsters. The studio held practically no furniture, mainly because his two great paintings of "The Bathers" dwarfed the room. One of these is now in the Barnes Collection, the other in the Philadelphia Museum of Art.

The happy sanctuary of the greatest influence in modern painting, the studio still holds the implements of his work, the textiles used in many of his incomparable still lifes. Facing the north, there is the window, through which the old painter watched his tranquil garden, and the varied blossoms which inspired so many of Cézanne's most memorable flower paintings.



Cézanne's painting, "Les Trois Crânes," once in the Ambroise Vollard Collection; now in the collection of Donald Whyte; below, the three skulls, just as he had left them on the table

The most haunting souvenirs of all, the little, open, leather purse of a typical French bourgeois and, beside it, the worn, thumbed Bible



Ship-or-shore coat of yellow-green tweed, muskrat-lined. Green tweed suit. Bonwit Teller; I. Magnin, California

PASSAGE BOOKED ON THE NEW "MAURETANIA"



Cool-crossing costume—yellow wool dress, grey suède bolero, yellow-and-grey tweed coat. At Rose Amado



On the sports deck—red, brown, tan tweed jacket; taupe dress. Saks-Fifth Avenue, New York; Chicago



En route to dinner—a dress of blue crêpe with non-tarnishing silver stripes. Rose Amado has it



For a cool night—a long evening coat of emerald tweed, over a long-sleeved black crêpe dress. Saks-Fifth Avenue

VOGUE'S

TONI FRISSELL



Miss Elizabeth Farnsworth, first prize winner in Vogue's Fourth Prix de Paris, in her favourite campus costume. (Franklin Simon)

PRIX DE PARIS..

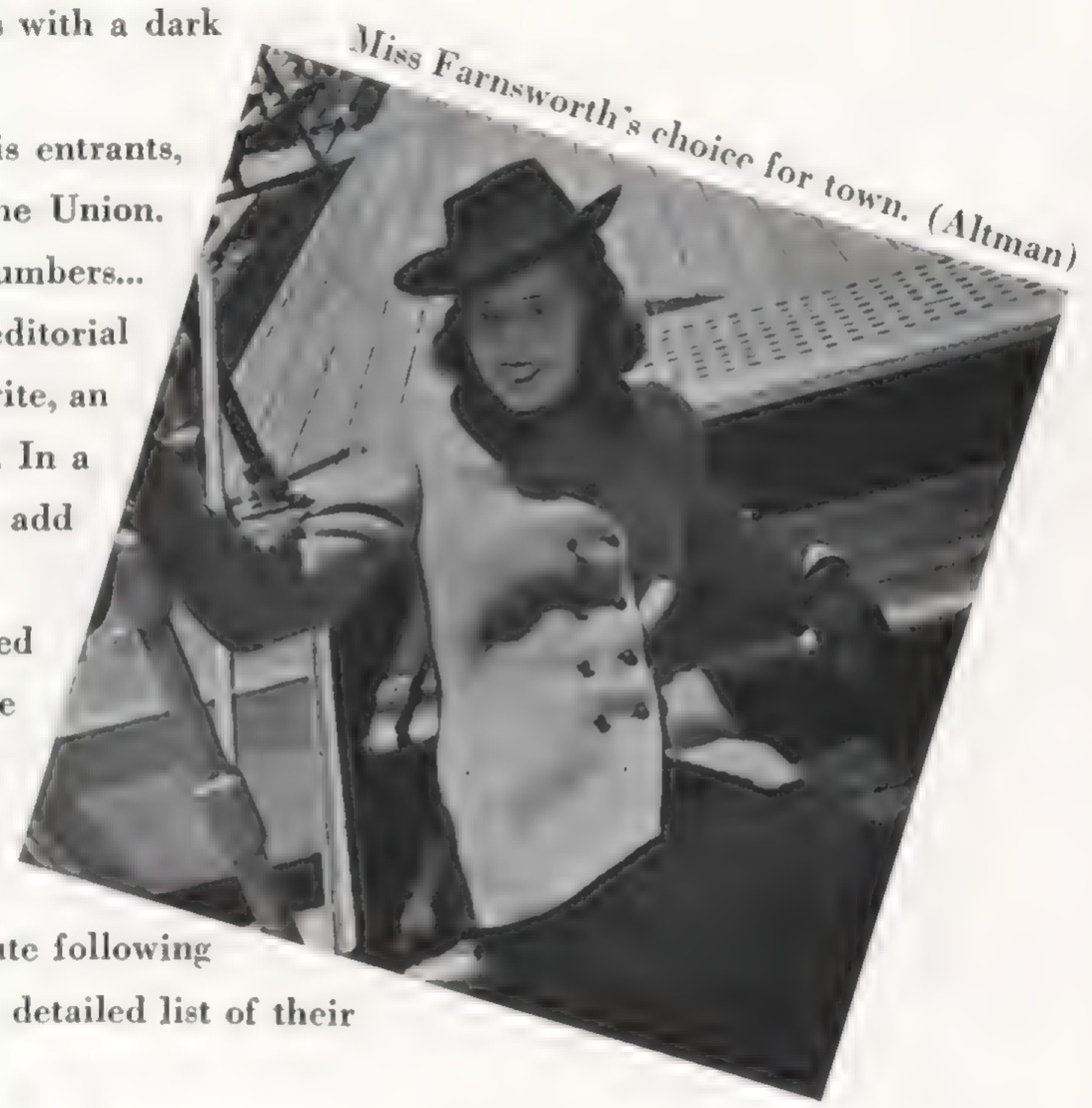
summing-up..looking ahead

If you, who are reading this now, are going to be a senior at an accredited women's college this autumn; if you have a devouring interest in fashion or writing as a career after college; if you're willing to take some of your spare time and put it into answering Vogue's quizzes on fashion—then you may be the winner of our Fifth Prix de Paris.

Vogue's Prix de Paris is an annual career contest for college seniors, with two prizes of positions on Vogue's staff—first prize, a year divided between Vogue's Paris and New York offices; second prize, six months on Vogue's New York staff.

This year, it's Elizabeth Farnsworth of Vassar who is the first prize winner of Vogue's Fourth Prix de Paris. She is joining our fashion staff. The second prize winner, Martha Swigart of Northwestern, won a writing position in Vogue's feature department. Ten honourable mention winners will have opportunities they might not otherwise have had, for finding positions.

Here is Miss Farnsworth herself, photographed in costumes she herself selected with Vogue's editors. Opposite, her favourite of this year's campus costumes—worn with suitable light-heartedness. Notice that the skirt is a new short-short one of grey flannel; the shirt is long-sleeved; the socks knee-high. On this page, her choice of new in-town suits—worn with appropriate dignity. Notice that the camel's-hair jacket is longer—and double-breasted; that it has a mouton collar and goes with a dark brown skirt.



Miss Farnsworth's choice for town. (Altman)

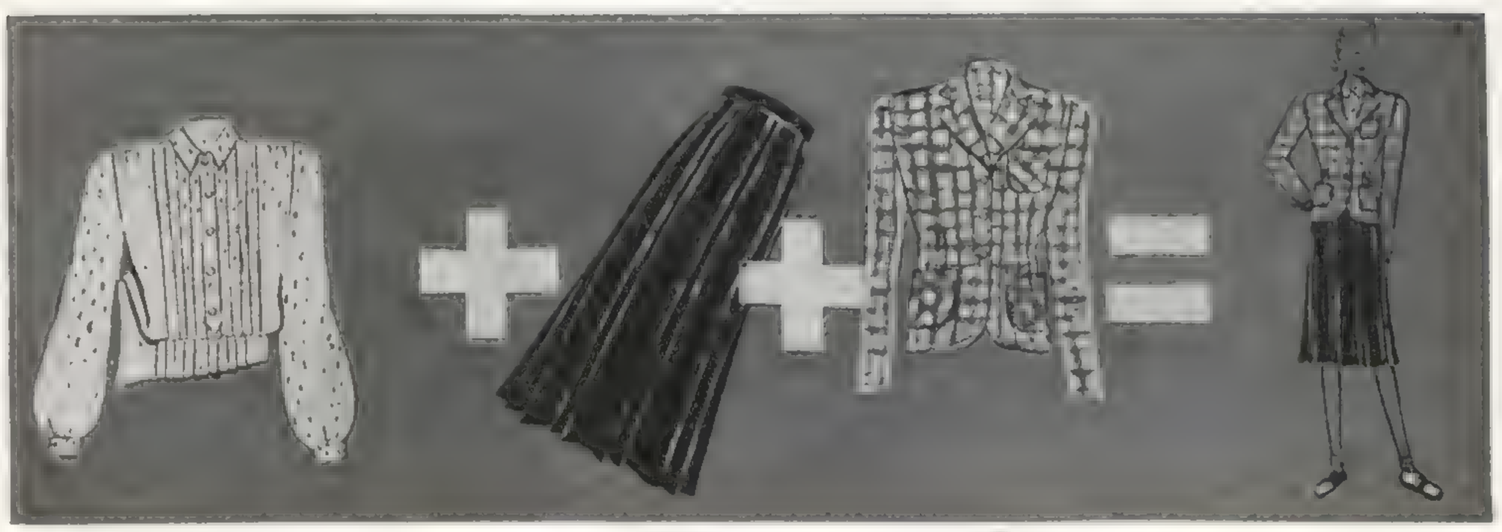
So far, there have been almost three thousand Prix de Paris entrants, seniors in two hundred and fifty-one colleges, in every state of the Union. (Hawaii, too.) And this year, perhaps you will be one to swell the numbers... we hope so. Our purpose is to unearth fresh material for Vogue's editorial staff—to find young women with a flair for fashion, the ability to write, an interest in art and the theatre, and a capacity for intelligent work. In a word, we are in the market for fresh ideas, for new young talent to add to our editorial staff. Does this sound like you?

Thirteen of our top-notch Prix de Paris girls have joined Vogue's staff, altogether—four first prize winners, four second prize winners, and five others who seemed to us good potential material. Various factors—mainly marriage—have thinned the ranks, but we still have five on the staff. Of the fifty winners (including forty-two honourable mentions) we can report that thirty are this minute following assorted fashion careers. And so are many non-winners. (There is a detailed list of their various accomplishments on page 160.)

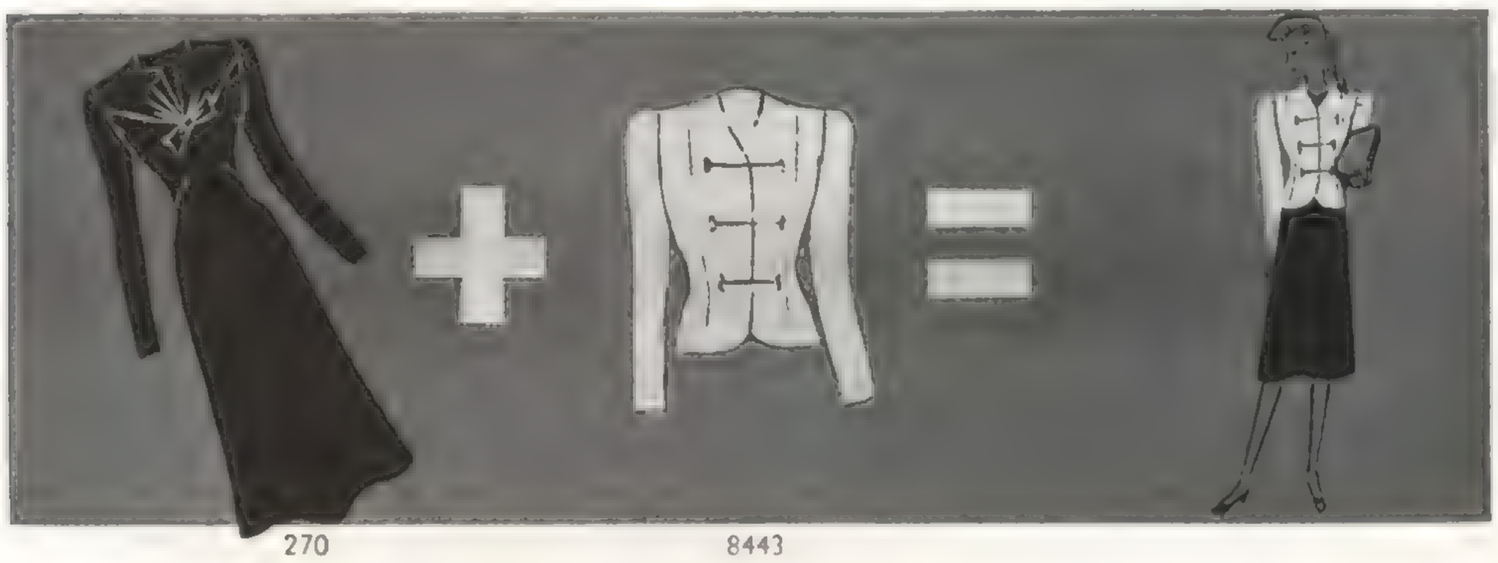
Vogue's Fifth Prix de Paris contest is already in the making. Watch for announcements and rules in the September 15 issue of Vogue—or, if your curiosity overwhelms you, write to Vogue's Prix de Paris editor, 420 Lexington Avenue, New York City. It may be your Chance, your made-to-order opportunity to start on a really worthwhile career.

Making your way through college

IT pays to sew before going off to study; it pays to study equations before sewing. Equation Number One: Printed surah shirt, plus brown flannel skirt, plus green-and-beige tweed jacket, equals new version of classic campus costume. Trade off with other items (or with roommates). Result: variety and verve...at very small expense. Blouse No. 7324; designed for sizes 14 to 20, 32 to 40. Skirt No. 8340; designed for sizes: waist 25 to 32. Jacket No. 8434; designed for sizes 12 to 20, 30 to 42.



7324 8340 8434



270 8443

Equation Number Two: Black crêpe afternoon dress, tiny-waisted, with its skirt full in back, plus a fitted jacket of gay red duvetine with black frogs (bought separately), equals the perfect costume for a college girl's social life. Wear the dress alone for dinner. Trade the jacket off with everything else in your wardrobe—even with a dinner-skirt like the one below. Dress No. 270; designed for sizes 12 to 20, 30 to 38. "Easy-to-Make" Jacket No. 8443; designed for sizes 12 to 20, 30 to 42.

Equation Number Three: Bolero of black faille with green and gold metal stripes, plus long flaring black velveteen skirt, plus full-length fitted evening coat of emerald green velvet, equals a costume with that "twice-the-money" look for Big Occasions. Bolero No. 8421; designed for sizes 12 to 20, 30 to 38. Skirt No. 8212; designed for sizes: waist 25 to 36. Coat No. 7719; designed for sizes 12 to 20, 30 to 38. And all three are "Easy-to-Make."

• All back views will be found on page 139



8421 8212 7719

Designs for dressmaking

Summer time Tables





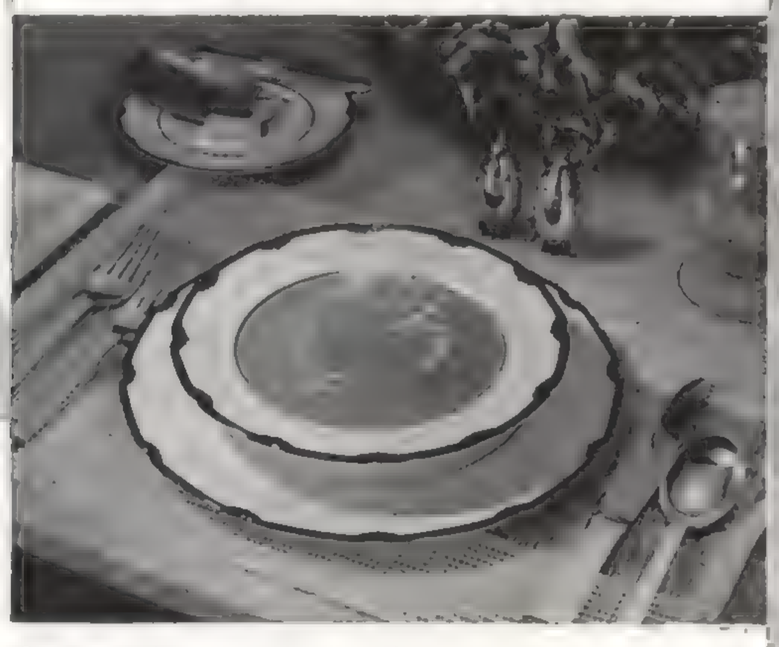
Auspicious start for a summer meal would be this delectable pea soup—smooth as cream itself and tasting of June gardens. Tender peas, fresh table butter and delicate seasonings are lightly blended. Top off, if you will, with a crisp salad and fruit. But to awaken summer appetites, head your menu with—

Campbell's PEA SOUP



It's an old Southern custom—to serve chicken gumbo. Today, hostesses everywhere observe this custom with appetizing plates of *Campbell's* Chicken Gumbo. Young okra, luscious tomatoes and tender chicken meat—a recipe adapted from that of the Creole cooks of old Louisiana. They would nod their approval. So will you.

Campbell's CHICKEN GUMBO



LOOK FOR THE RED-AND-WHITE LABEL



Center of attraction on *this* summertime table—bright plates of Campbell's Tomato Soup. Its sprightly flavor comes straight from tomatoes, bright red, plump and firm. Clever ladies have discovered that, plain or as a cream of tomato, here is a soup to assure the success of any lunch or dinner. So, naturally, they serve it often.

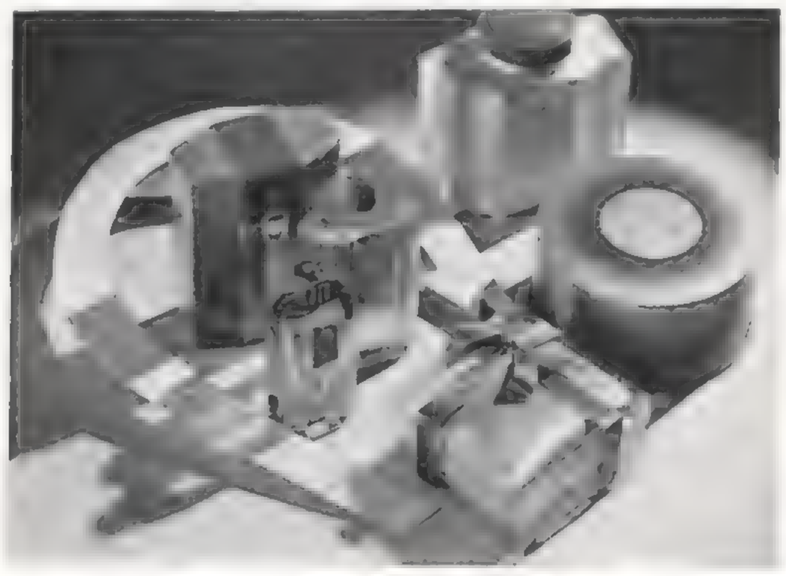
• • • • **Campbell's TOMATO SOUP**



DISCOVERIES IN BEAUTY



Mary Dunhill's smart beauty case is a luxurious touch for college week-ends. All the preparations fit snugly into the back of the case, with an adjustable front panel to keep them in place. Lots of extra space and a clear, full-size mirror



Coty has added this handsome group of progeny, in their red-and-gold containers, to its "L'Aimant" perfume, an all-time favourite. The magnet ("L'Aimant" means "the Magnet") is a forewarning of your reaction to these perfume accessories



Yardley's new English Complexion Kit holds preparations for dry or normal skins. The attractive jars and bottles are half-size, just right for travelling, and the case fits snugly into almost no space, or can be carried separately with ease.



Antoine's big satchel-case—really big—has a removable cosmetic section, containing beauty preparations and make-up, set on a convenient easel back. Carry the case as a hand-bag, or lengthen the strap and let it swagger from the shoulder



A new cosmetic depilatory...actually odorless and painless

Cool, delicate, exquisite cream that you smooth on legs and arms...leave on a few minutes...then just wash away. With it goes unwanted hair, leaving skin smooth as alabaster. It's the pleasantest possible proceeding.

BEAUTY EDITORS SAY: "IMRA IS UN-SMELLY"

There's not a trace of disagreeable chemical odor...no suspicion of heavy perfume acting as "camouflage" for an objectionable smell! The only fragrance is the lovely scent of Chevalier Garde Perfume used for purposes of "exquisitry" alone. So you may use IMRA freely in your dressing room or bathroom, at home and when you're away, without creating tell-tale, offensive odors!

WONDERFULLY EFFECTIVE!

Amazing IMRA removes hair swiftly, safely, painlessly...leaves skin satiny...helps retard new growth, which, when it does appear, is baby-fine.

You'll keep arms, legs and under-arms *hair-free* with IMRA just as delightfully, just as effortlessly, as you keep your face shine-free with powder. Get IMRA today!



Two sizes: 65c and $1.00 at fine stores

If your favorite store cannot supply you, send $1.00 to address below for postpaid largest size.

IMRA* PARFUMS CHEVALIER GARDE, INC. DISTRIBUTORS
730 FIFTH AVENUE · NEW YORK

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Dorothy Gray

Young ideas for glamour



BACK to campus shortly... football games in the offing, tea dancing, dinner-in-town. Not much time for dawdling before mirrors. Here are a few Dorothy Gray make-up essentials. Recommended for bowling over the swains.

Daredevil Lipstick

New wicked-bright red, wonderful with tweeds, black, green, slate blue, evening white. Like all Dorothy Gray lipsticks—creamy-soft, indelible as can be. $1.

Salon Cold Cream

Helps keep your complexion feeling soft, as it removes dirt and stale make-up gently-but-firmly. Bland, fluffy... feels heavenly. $1.

Portrait Face Powder

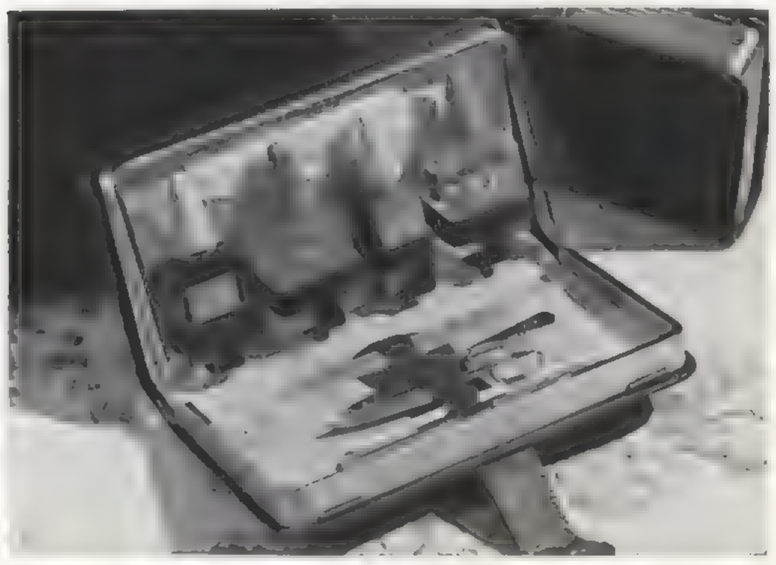
Perfect for sensitive young skin. So fine and light it makes you look lovely but not *powdery!* Contains no starch, orris, or other substances generally suspected of arousing allergies. Its emollient ingredient helps guard against the drying effects of wind, cold, steam heat. Fluffy but clinging. In Dorothy Gray skin-tone shades. Try ethereal *Special Blend*, spirited *Glo-Rachel*, or the NEW *Angel Pink*. $1.

beauty glamour distinction

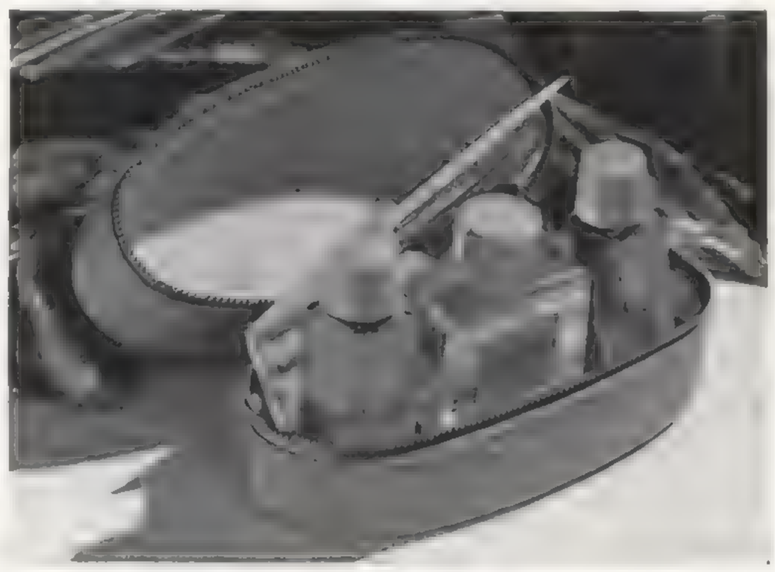
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DOROTHY GRAY SALONS . . . 683 Fifth Avenue, New York . . . Paris . . . London. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Los Angeles . . . Denver . . . Washington Boston . . . Milwaukee . . . Buffalo . . . Norfolk . . . Chestnut Hill, Philadelphia . . . San Francisco . . . Seattle . . . Brussels Amsterdam . . . The Hague . . . Rotterdam . . . Cannes . . . Nice . . . Monte Carlo . . . on the Grace Line "Santa" ships . . . and on American Republics Line "Good Neighbor" ships. *Copyright, 1939, by Dorothy Gray, Ltd.*

DISCOVERIES IN BEAUTY



Peggy Sage's smart "Young Idea" manicure kit is a brown leather envelope with metal binding. Behind the bottles is a little flap for tissues and cotton—inspired thought—, and all the implements recline in a uniform row on the down side for convenient use



Revlon's "College Cut-Up" kit looks like an enlarged pill-box and holds a surprising number of manicure implements in a detachable back section. The bottles contain polish, a base, and oily polish remover, and the pigtex case comes in red or toast



La Cross calls its new back-to-school set of cowhide leather, "Americana." The manicure tools are laid out on both sides, and the sides slide-fasten together over the centre row of bottles, which contain, among other things, two shades of La Cross Crème polish

BAKER



Cutex Purse Set is as trim as a wallet, with a Cellophane window in its middle to do away with blind groping. A handsome outlay of implements includes an especially good cuticle pusher-backer and a convenient cotton container for removing polish



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Los Angeles, Calif. . J. W. Robinson Co.
Louisville, Kentucky, H. P. Selman & Co.
New York, N. Y. . . . Bloomingdale's
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SHOP-HOUND CUM LAUDE



HOLD tight, because we're going to start the lesson right off with a rave. Bernath and Company (take this down as we go along) have some sports clothes that are ultimately desirable. Desire A: one of the superbly tailored and fitted collarless coats of washable goatskin—which looks rather like pig. They slide-fasten down the front, and the four pockets follow suit. Prices: circa $40 for a short jacket, $70 for a three-quarter length coat, or $95 for a long one. Since these are practically indestructible, that's a long-time investment. There's another collarless three-quarter length item with a deep yoke effect and the same sliding arrangements, of beige English suède with pigskin-like markings for around $80. You can get suits of magnificent English suède, with silk-lined skirts, and seams that look as though they had just grown together naturally, for $80 or so. Mull over an English gabardine ski-suit in dark blue, trimmed with red and white leather; and a tweed one with a calf-lined reversible jacket. Habitat of all: 561 Fifth Avenue.



More in the average-price category, and pulsing with style and charm, is this Lanz of Salzburg ski-or-some-other-sport jacket of white airplane cloth, quilted in a diamond pattern with red thread. This same turkey-red also appears in the quilted linings on the inside of the attached hood, and in the piping. Though the jacket is fitted, with clean lean lines, there is room for a sweater inside of it. And it comes to your hip-line, so there's no parting with your ski-pants in action. About $15. The carved silver buttons, proceeding in two rows down the front, should be Lanz trade-mark enough. That famous address, 547 Madison Avenue, clinches it.

Scientific: Seth Thomas's new electric clock, the Bengal, practically solves the perpetual-motion problem. And to boot, it is so classic looking that it's an addition to any but a period room, which you won't find around in college anyway. It's a rectangle of solid mahogany, striped with holly-wood. It has a round, silvered face and golden feet. 4 by 5 inches; about $5 at Macy's.

Supernatural: Still nonplussed by the walk-around-and-play school of radios, we report on a new Zenith which does this not only under normal conditions, but also in trains, 'planes, and cars. Or you can use it on AC or DC, thus saving the battery. By attaching head-'phones or a Hush-a-Tone appliance, you can play without disturbing your studious roommate. In striped airplane cloth: around $30 at Hammacher-Schlemmer.



Left: Silson's "date bracelet" is made up of pads with gold-coloured covers, each with the initial of a day of the week on it in raised gold letters. Write your engagements on the inside pages. You can erase them, for re-using. Procure one at Lord and Taylor for less than $3. This investment eliminates practically any excuse about "Oh, I forgot—."

We know nobody's going to hit you in the eye, but it won't hurt you to learn about the stalwart glasses you can buy at Meyrowitz, 520 Fifth Avenue. They call them Meyflex. They are made only to prescription. They're guaranteed unbreakable and, being made of a plastic, are about a quarter as heavy as glass. We can't go into price because of the fact that they're made only to prescription, but they're not expensive. They can be made up in any single vision prescription. That ought to allay some of your worries about accidents.

SHOP-HOUND CUM LAUDE



At the right you see a shoe that is giving us a grand ride. It can do the same for you, if you like. We consider it a perfect college shoe, for those moments when you deign to step out of your saddle shoes. It's called the "Pezzazz," made on comfortable lines with built-up leather heels, walled sides, and a modified rounded toe. You can choose from black or blue perforated Bucko, or black, brown, or blue crocodile calf. Whichever one you choose, it will still be under $9. And you won't have any trouble in getting your size, because Shoecraft, who makes it, are justly proud of their range: 2½ to 12, and AAAAA to C. Also in this shop, 714 Fifth Avenue, you'll find the famous "Peace on Earth" shoes, which earn their name by the marvellous comfort they afford. Even if you think you can't afford their price (about $20), you are probably wrong because they are so beautifully made that they last forever. Don't make the mistake of thinking that they *look* too sensible. They just look as they feel—elegant.



This sweater is John Wanamaker's pet, but you knit it for yourself. It's of their own triple cashmere, which is why it feels so wonderful. You'll need about twelve balls of the lovely stuff, at approximately 65 cents a ball. The stitch is a heavy rib, with bands of nubby seed-stitching. It's the neatest thing, with three-quarter-length sleeves, fly-front, and long-waisted look. The wool comes in fourteen colours. We saw one model embroidered with contrasting cashmere, but these lines are so fine we like it best plain. Their Needle Work Department has directions and materials.

If you like to be-flower your hair, there are some fine "Fleurettes" at Altman's. They are just pretty little fake blossoms—the trick of them being in the clip, which is a most tenacious barrette. Gambol as you will—the flora stays where you need it most. This might be in your belt—on a lapel, on the cuff—anywhere but on the floor. You can see their new autumn colours and styles at the notions counter.... After flowers, candy. Schrafft's will send you a feast good enough to make all the people in your dormitory think you're just about the sweetest girl they know, every week, or month. Drop that hint to your family. The $3.75 (about) box is full of cookies, innumerable candies, and their new macadamia nut caramels—oh, so easy to love! Other feasts, less.



The waving lady shows the white ribbed wool palm of her mitten. When her hands about-face, you see a navy-blue back of felt—lovely textures together. All around them is an edging of scalloped red felt. On her head, a rather high-peaked bonnet-scarf of the wool, with the back of the bonnet and the tips of the scarf of blue felt. These are at Lord and Taylor only, specially imported for them. Wave out about $2 for the mittens and a like amount for the bonnet, and look not only patriotic but *divine*.

After skiing—or just whenever you're in the mood, pussyfoot around in a pair of leopard-cloth shoes, up to your ankles in spots. These are really pretty endearing, giving your extremities a rather chubby pad-like effect. Quite impressive to pace the floor in, like a caged thing. Civilized touches are their rubber soles, their tongue and lacing and binding of red. They are at Gimbel's, among a whole group of the "Kedette" family, of which they are a member. They are in the neighbourhood of $3. Just the sort of flighty big game this Hound likes to track down. Happy hunting, and, ah yes, study diligently....

LE GANT*

"STA-UP-TOP"



"Look, Sue, who'd ever dream a great big girl like me could get a wasp waist like this."

"It's all in the Sta-Up-Top, Pet! And isn't it comfortable—the waist of the wasp without the sting?"

Write for free booklet, "Recipes for Figure Beauty." The Warner Brothers Co. 200 Madison Ave., New York, N. Y. In Canada, The Parisian Corset Mfg. Co., Quebec.

"STA-UP-TOP" AND OTHER LE GANTS $5 TO $35

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you show your school

you know the answers

when you choose

a shirt classic by

Adelaar

of washalle

TRUHU

pure dye silk.

About $4.50

at America's

better stores.

CLEVER FOOTWORK ON CAMPUS

FOUR distinct kinds of shoes should go to college with you. Below, you see the ones for campus and sports. On the opposite page are those for occasions like football week-ends and informal dances. The big news about campus shoes is that you no longer have to limit yourself to brown-and-white saddle Oxfords. Here are six alternatives, with new colours, new contrasts to cheer you up on your way to an eight-o'clock class. There's fun, too, in the new shoes you'll pick for faculty teas and week-ends in town...see how their toes are knobbed, walled and squared.



1

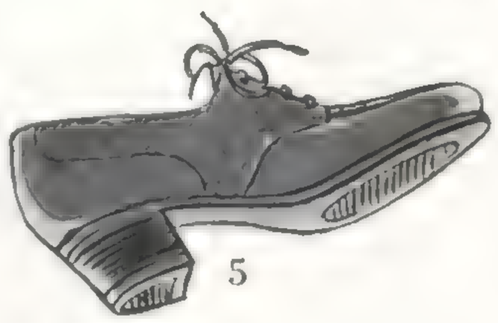


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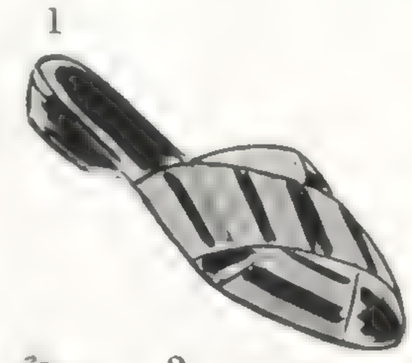
CAMPUS SHOES

1. "Spongee" Oxford of reversed calf, with a calf mudguard and crêpe rubber sole. From Stern's
2. Putty-coloured step-in shoe of reversed calf with a brown mudguard and tongue. Shoecraft
3. Gored pantoufle of dark green suède with a piping of copper calf; "Du-Flex" sole. I. Miller
4. Light brown alligator Oxford with built-up leather heel. Step-in-Life shoe at Franklin Simon
5. Moccasin-type Oxford of dark and bright brown calf, with "Du-Flex" sole. At Lord and Taylor
6. Oxford of saddle-brown calf; hand-sewn seam around the vamp; flexible welt sole. Nettleton

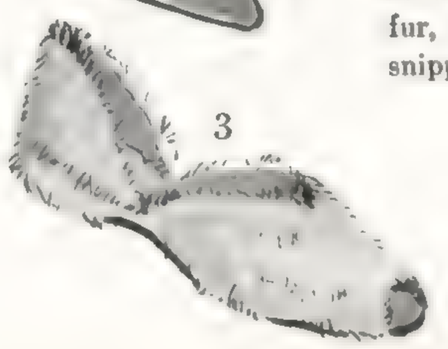


6

1



2



3

SLIPPERS

1. Black satin with multi-colour stripes—perfect with lounging pyjamas. Joyce slipper at Altman
2. Tailored navy-blue capeskin slipper by Joyce; warm sheepskin lining. From Bonwit Teller
3. Classic scuff of white bunny-fur, with a new and frivolous snipped-off toe. Daniel Green

AND OFF CAMPUS



SUIT SHOES

1. Moccasin-type "Skuffie" Oxford of wine suède with calf, saddle-stitched. Footsaver shoe
2. Brown suède and alligator-calf "Tango" opera pump with a built-up leather heel. Macy's
3. Brown alligator-calf Oxford with a walled toe and built-up leather heel. A Red Cross shoe
4. Brown suède and alligator-calf opera pump with a knobbed toe, round heel. Paramount shoe
5. Brown calf ghillie with classic perforations, leather heel. A Florsheim shoe from Russeks
6. Square-toed Oxford of brown suède with alligator-calf. Carlisle shoe at Lord and Taylor

DRESS SHOES

1. Navy-blue suède opera pump with triangular cut-out; stitched all around. Naturalizer shoe
2. A Rhythm-Step opera pump of black suède with "Lastex," with calf toe, a scuffless Pyraheel
3. Black suède step-in with bow, modified square toe and heel. A Collegebred shoe from Cammeyer
4. A moire-trimmed brown suède step-in with a little stand-up tongue. From J. and J. Slater
5. Seamless opera pump of black suède with a grosgrain band and tiny bow on the vamp. Wohl shoe



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fashion
FORECAST



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1. Red wool plaid—be the first to wear it in a dinner-dress. (Wear a long tweed evening coat or a short fur jacket over it.) The tariff, about $25



2. BEST

2. Emerald velveteen—dazzling in a dinner-dress with soft fullness in its bodice and a drawstring neck-line that comes close to your throat. About $20



3. BEST

3. Purple and rose taffeta—dramatic in a panelled evening gown that's yards and yards around the skirt. It has a draped bodice. Around $30

IN THE EVENING

COIFFURES ON THESE PAGES BY ROGET

4. Midnight blue velveteen—very flattering in a princesse evening dress that hugs your waist and swings wide at your feet. It costs only about $30



4. BEST



5. White satin—gleaming with importance for a big dance; gathered at the waist by a wide gold belt studded with coral and turquoise. About $20

5. FRANKLIN SIMON



6. BEST

6. Black velvet—in the perfect black dinner dress; wide square neck, puffed sleeves. A border of pale pink ruffles lines the enormous skirt. About $50



7. MILGRIM

7. Silver-embroidered grey satin—an elegant dress for exciting week-ends in town. Drawstring neck-line, and gathered bodice. And only about $30



Dated in Advance

Sure of yourself and your gown, dated in advance for every important event of the busy season! Sure of your picturesque loveliness whether you are seated in quiet repose or dancing to a rhythmic swing. Sure no glamorous rival can outshine you in His eyes!

*LEFT: *"Sophistication" in a halter-neck, low-back gown multi-color stripes of tissue lamé, black rayon crepe skirt and bolero.*

*RIGHT: *"Ingenue" prettiness in a metallic-ring, shirred peplum jacket concealing the decollete of her fitted bodice frock.*

"Waltzlite" Taffeta of Eastman Acetate Rayon. Voluminous skirt. All new Fall colors. Junior and Misses' sizes. Priced below $25.00 each

At leading stores everywhere, or write LEE CLAIRE, 525 Seventh Avenue, New York

**Fashion Pat. Pending*



Lee Claire ORIGINALS

AT THE AMERICAN EMBASSY BALL



AT Ambassador Bullitt's brilliant party at the Embassy, the Marquise de la Moussaye (top right) wore her hair with a middle part, and braids that formed a crown.

Wearing white embroidered organdie, the Marquise de Montesquiou-Fezensac had her long blond hair curled into a chignon, as shown at right.



AMONG the many individual coiffures seen at the ball was this one (left above). The hair was rolled high over the ears, and roses formed a V in the back.

Madame Lopes, the Brazilian beauty, wore stars in her hair, and an antique diamond and emerald necklace. (At left.)



THE Duchess of Windsor (above) kept her loose white fox jacket on as she sat in the beautiful gardens of the Embassy. Her earrings were large ruby ones.

Mrs. Harrison Williams wore Lelong's full-length evening coat of pale blue faille, with sleeves and collar embroidered with gold and pastel flowers, as you see at the left.

ARABIAN NIGHTS IN PARIS

(Continued from page 89) the masculine and feminine heads at that ball, and the nice story of the German Ambassador calling the Italian Ambassador at eight in the morning of a politically tender Friday, throwing both Embassies as well as the telephone operator into a flutter of apprehension; all he wanted to know was where he could find a costume at that late date for the de Beaumont ball! No one will forget that four Americans gave brilliant parties: Lady Mendl, Mrs. Rogers, Louise Macy, and Mr. Bullitt, and that a fifth American, Mrs. Harrison Williams, lent her house for one of the most beautiful Paris balls.

To an American, to whom costume balls mean getting dressed up in something funny and being a little silly, the Comte Étienne de Beaumont's ball in honour of the Tercentenary of Racine meant a complete reversal of ideas. The incredible amount of thought, effort, and time that went into the costumes and *entrées* did not result in just a costume party—but in pure pageantry.

Every one came as a character in Racine's tragedies. Christian Bérard's tableau for which he chose three of Paris's beauties, Madame Jean Larivière, Madame Antenor Patiño, and Madame Pirovano, was lavishly oriental: the Grand Vizier and his suite, from "Bajazet." Schiaparelli made the fantastically rich costumes for the entrance of the Embassy from Siam, with Gogo Schiaparelli, Mlle. Eve Curie, the Princess Poniatowska and several other of Paris's best-looking young women. Brinda Balfour as the young Louis XIV., and her cousin, the Baronne de Cabrol, as his fiancée, Marie-Thérèse of Spain, finished the evening with a splendid *entrée* surrounded by the Courts of Spain and France, set off with fireworks and, for five minutes, no rain.

RENAISSANCE FANTASIES

The individual costumes were fantastically beautiful. Chanel came as "L'Indifférent," the Watteau picture that was recently stolen from the Louvre; the Baron Maurice de Rothschild came as "Bajazet," an exact reproduction of a Racine costume of the *époque*, except that he had added his own marvelous collection of Renaissance jewels made by Benvenuto Cellini. He was really a walking museum—something to tell your grandchildren about. Georges Geoffroy's *entrée*, the "Triumph of Racine," was probably the most startling, with three men in red tulle and red wigs. Balenciaga made several majestic Velasquez costumes, one in ruby velvet for Madame Bemberg, which looked so handsome that we believe he will continue them in his autumn collection.

The Eiffel Tower charity ball was practically fancy dress because Schiaparelli dressed a group of the prettiest young women who danced a quadrille in bustle-backed skirts and tall ostrich coiffures. The dinner was fabulously expensive, even for a charity dinner, and yet the Eiffel Tower was jammed.

The Louis-Philippe ball given in the 1830 house and garden of Monsieur and Madame Solente started the season's costuming. This was definitely a party for débutantes and young marrieds, and there was great charm in the prim lantern-hung garden, filled with waltzing couples in hoop-skirts and uniforms.

Lady Mendl's initiative in looking a month ahead and bringing horses all the way from Finland for a circus act (they wore jewelled harnesses and were quite the most beautiful creatures of the Paris season) suddenly infected every one with bravado, and invitations to dance spread like wildfire.

M. Embericos gave his impressive ball for the lovely little Princess Alexandra of Greece. The motif was blue and white, the colours of Greece, and Mrs. Harrison Williams' house, which she lent for the ball, was turned into a conservatory of blue and white flowers. Candle-light chandeliers, painted white and covered with white carnations, were hung all over the house and there were even blue and white flower decorations in the garden. M. Embericos' guests included only the young and the beautiful women of Paris, whose blue and white ideas were translated mostly into tulle and organdy—completing a fairy scene.

Ambassador Bullitt's ball at the American Embassy, for the Yale Glee Club, came the next night, and his daughter was the undisputed belle. It was refreshing and very American to see all the boys cutting in, giving the young girls a feeling of popularity and gaiety.

DIADEMS AND DECORATIONS

Louise Macy's party probably created more conversation than any other in Paris because no one could imagine how she could entertain in the deserted Hôtel Salé, one of the most beautiful Seventeenth Century palaces in Paris. It has no electricity and had no running water until she fixed the old pipes. Her instructions about wearing "diadems and decorations" threw the etiquette of this ninety-per-cent. decorated country of France to the winds. It was a question whether or not the men would wear decorations to give a brilliant effect to a brilliant house. In the end, they were all decorated; real Dukes wore real orders; two women's garters hung from Fifi Fenwick's lapel. The Marquis de Polignac and the Comte de Castéja came in court dress, the elegance of their knee breeches and silk stockings perfectly in order in those stately halls.

The women never looked more beautiful than mounting that magnificent stone stairway, flanked with wigged and costumed footmen, with thousands of candles from the crystal chandeliers throwing a soft light on their diadems and bare shoulders. The Marquise de la Moussaye wore a tiny crown on the back of her head with her hair in 1830 curls, and Mrs. Ronald Balcom had a sweeping diadem of aigrettes. Every one looked the better for the slight queenly touch. The only incongruous note was the one to which the party owed its gay side—the grinning American Negro orchestra that worked in no stately fashion from nine-thirty until five-thirty in the morning. The French are highly impressed by an American's thinking of resurrecting an old house in (Continued on page 139)

Eye Strain

ADDS YEARS TO YOUR LOOKS



RESTED EYES ARREST AGING LINES

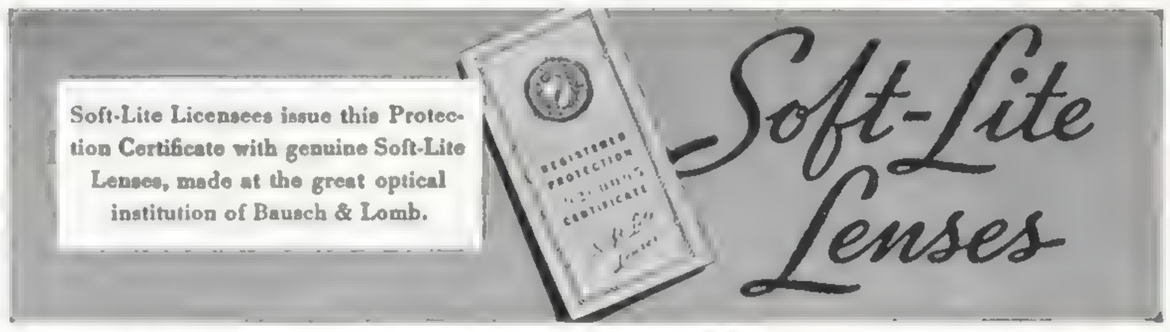
● Eyestrain is common to all ages. It is signaled by fatigue, headaches, nerves. And eyestrain, with its discomfort, too frequently leaves its age-marks in lines and expression.

If fagged eyes threaten youthful charm, there's a sensible way to outwit unnecessary wrinkles. Eyes which are sensitive to strain-inflicting light shocks, find extra comfort with Soft-Lite Lenses. These flesh-toned, neutral light-absorptive lenses, ground to your prescription, correct your vision and give more restful eyesight. And smartly designed to the contour of your face, they often enhance your appearance.

So, if you value the blessing of keen, youthful eyesight—free of aging strain—have your eyes examined without delay. Or, if you wear glasses, it's advisable to have your eyes checked once a year.

• • •

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New York Toronto London.



PRESCRIBED FOR COMFORT AND BETTER APPEARANCE



PORTRAIT BY DE MONVEL

By Frank Crowninshield

THE painting of Mrs. T. Suffern Tailer on page 95 of this issue is the eighth canvas in Vogue's widely discussed serial feature: "Portrait-Painters of To-day." The series is intended to acquaint our readers with the work of the leading portraitists of the time, the men who, however much they may vary in their manner and æsthetic attitudes, might separately answer the question so often asked of our editors—"What artists are there to-day who could paint a distinguished portrait of my wife or my daughter?"

The painters whose works have already appeared in the series have included such well-known masters as Savely Sorine, the Russian; Simon Elwes; Augustus John; Diego Rivera, the Mexican; Dietz Edzard, the master from Vienna and Paris; Oswald Birley; and Edward Murray. Four other painters (Brockhurst and Kanelba, next in their order) will complete the series in future issues of Vogue.

In the selection of the artists who were to be represented, it was thought well to look principally in the direction of Europe; first, because the painters in foreign capitals are still preeminent in this division of art—due to their older traditions, their courtlier and more picturesque range of sitters, and their, on the whole, more austere and measured taste. There was also the point that American portraitists are so like legion in number that it seemed an impossible task to select from them with any hope of prescience or accuracy. While one of the artists in this series was, it is true, an American in origin, his entire life has been passed abroad, and his training, background, and spirit have all derived from English and European sources and masters.

WELL KNOWN IN NEW YORK

In a singular way, Bernard Boutet de Monvel, the author of the portrait in this issue—though unmistakably French in his taste, nature, and traditional view-point—has become an enthusiastic American in so far as his friends and places of habitat are concerned. He has passed so many years in this country—principally in his attractive house at Palm Beach—that he has become as well-known a figure there and in New York, both as a man and a painter, as he is in Paris.

De Monvel has probably painted more Americans than any of the contemporary European portraitists, an achievement due to a variety of causes: first, his portraits are impeccably good likenesses; again, he takes pains, not only to reveal a pleasing, but a characteristic view of his sitters; his canvases are always agreeable and harmonious in colour; they radiate an intangibly modern note (sometimes against outdoor backgrounds, in informal poses, and, occasionally, in sports costumes); and, finally, because his taste is always a little more on the conservative side than on that of overemphasis and drama.

When de Monvel first came to America, a dozen or more years ago, he arranged an extravagant show of his paintings—two hundred in number—at the Anderson Galleries in New York. His idea, *tout simplement*, was to sell a few landscapes, figure subjects, still lifes, and sketches made on various voyages of adventure. He hoped, too, to secure commissions as a mural painter, a branch of art in which he had become inordinately interested.

HE BECOMES A PORTRAITIST

The only portraits in that early exhibit were a dozen likenesses of well-known men—for the most part, Europeans. He had, at that time, never painted a woman's likeness, save for an enchanting study of his wife—a little sketch which was included in the exhibit at Anderson's. His hope, when he came to the United States, was that he would not be asked to paint portraits. He wanted to be known as a painter who might, on occasions, consent to paint portraits, but he had a well-grounded fear of becoming a portraitist, with no time for landscapes and still lifes.

But, whatever his plans, he soon became entangled in the meshes of feminine portraiture, and all because of that engaging foot-square study of his wife. A New York lady, falling enamoured of it, asked him if he would paint her in much the same manner. At first, he hesitated, but finally said to himself—"After all, I am here, so why not—just once?" Another sitter came and, again—"Why not?" And then, more or less ceaselessly—"After all, why not?" The snowball had soon grown to such an extent that he was asked to return to New York during the following year for further commissions. Well, he had liked America enormously during that first year—so, again, "Why not?" And it was in that way that his cavalcade of American portraits began and has continued to roll on during the past twelve years.

In 1919, he spent a year in Morocco, after his regiment had finally been demobilized in France. While in North Africa, he painted a considerable group of landscapes, figures, and decorative panels, many of which were exhibited in his first American show.

FROM SIX TO FIFTEEN SITTINGS

De Monvel is a painter who feels so scrupulous a regard for the appearance of his subjects that he often asks them for as many as fifteen sittings, and invariably requires six. One of his chief concerns is to discover, in his canvases, new compositional arrangements, new costumes, agreeable backgrounds, and fresh harmonies of colour, harmonies which are, for the most part, light and a little transparent in tone.

As a young man, de Monvel studied with Olivier Merson, in Paris, who was also the master of Dunoyer de Segonzac, the great French landscapist and etcher. Actually, however, his only true teacher was his father, Boutet de Monvel, who, some forty or so years ago, was one of the most sympathetic painters and illustrators in France, and is now best remembered by his extraordinarily appealing suite of pictures illustrating the life, character and exploits of Joan of Arc.

ARABIAN NIGHTS IN PARIS

(Continued from page 137) an old quarter, and Elsa Maxwell is deeply depressed that she didn't think of it first.

Lady Mendl's circus ball finished the second week—albeit the tenacious guests looked as if they intended to begin the third week in Versailles. Her great genius lies in introducing new faces from England and anywhere where new faces grow. The other high point of Lady Mendl's genius is that her buffet is something to dream about every time you are hungry, and you never have to ask even once for champagne—it is poured and in your hand before you even know you want it. The circus this year was bigger and better than last year's, even without the elephants, but the cold was cruel and far more people crowded the dance-floor and the supper rooms than braved the gardens. It was a beautiful, beautiful ball that gave pleasure to hundreds of people.

THE MAZURKA

The first week in July found every one still feeling gay for there was the ball at the Polish Embassy—the first time in years that the Embassy circles have been gay. The Ambassador, who is one of Paris' charmers, introduced the mazurka and had all the guests dancing their hearts out in the exuberant Polish fashion. After the grace of this sort of dancing, the echoes of the Lambeth-walk seem very stale. The Baronne Philippe de Rothschild gave a garden ball in their new house, which was elegant and thoroughly Parisian. Mrs. Rogers gave one of the prettiest dinner-dances of the year in her superb Directoire house and garden. Dinner was in the garden and dancing in the house and, miracle of miracles, it was warm!

FASHION NOTE

The fashion conclusions to draw from so rich a season are that hair is definitely going to be worn more flatteringly around the face. All those curled Louis XIV. coiffures were so becoming that suddenly brushed-up hair or neatly rolled hair looked hard. The Velasquez coiffures with the hair parted in the middle and standing 'way out on the sides may mean a revival of middle parts. And after all those nights of wearing diadems, aigrettes, ostrich plumes and flowers in their hair, there is little chance that women are going back to undecorated heads. We are sure we are in for a winter of lavish coiffures. The "Fontange" coiffures, taken from Madame de Fontange's fancy of knotting her hair in a high bowknot on top, were translated into ribbon bowknots at the de Beaumont ball, and the Comtesse de Montgomery and the Princesse Jean-Louis de Faucigny-Lucinge both found them becoming. Reboux' veiled head-dresses for Madame Patiño, Madame Larivière and that charming Argentine, Madame Pirovano, will probably bring forth a crop of Turkish chin veils.

The bustles at the Eiffel Tower ball, the basques that Karinska made for the Bérard *entrée*, and the Velasquez "Infante" skirts that stand out wide on the sides and are flat front and back, giving you a fantastically thin profile, are all fashion hints.

B. W.

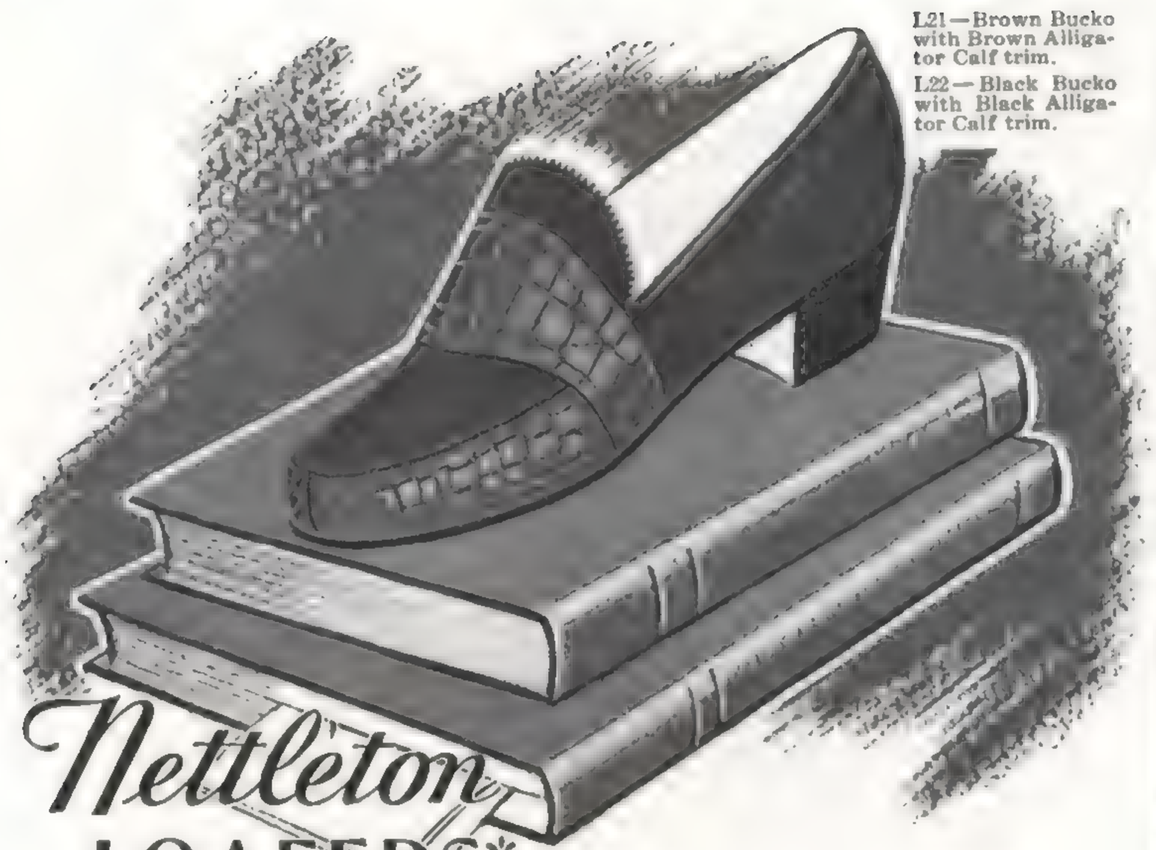
DESIGNS FOR DRESSMAKING



These are the back views of the Vogue Dressmaking Designs shown in fuller detail on page 124. Make them of fabrics and colours that go with the rest of your wardrobe, and then you'll have combinations of almost endless variety.

PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT, AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 170.





L21—Brown Bucko with Brown Alligator Calf trim.
L22—Black Bucko with Black Alligator Calf trim.

Nettleton LOAFERS*
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Loafers make you smart at the *start* of college year! With wiggle-room aplenty for toes free all summer, Loafers are as easy to wear as HIS pin! They're supple and light—divinely right! Stylish *not* faddish . . casually mannish, you'll live in your Loafers from morning till night. Low heels for the height of shoe chic. All the right colors. Nettleton's exclusive hand-sewn-forepart. . . Loafers will be padding round the campus when you come—so get 'em—if you have to write here. . . . A. E. Nettleton Company, Syracuse, New York.



L23—all over Brown calf.

*Reg. U. S. Pat. Off.—Pat. No. 1,871,211—Des. Pat. No. 107,676

AT THESE AND OTHER STORES

SAKS—FIFTH AVENUE: New York—Chicago—Beverly Hills—Palm Beach

Akron, Polsky's
Allentown, Wetherhold & Metzger
Baltimore, N. Hess Sons
Bridgeport, D. M. Read Co.
Chicago, Mandel's
Clarksburg, W. Va., Pettrey's
Dallas, Titche
Denver, The May Co.
Des Moines, Younkers
Detroit, Fyfe's
Flint, LaRoss Shoes
Fresno, Neil-White
Hartford, Sage Allen Co.
Houston, Battelsteins
Kansas City, Rothschild's
Memphis, Goldsmith's
Milwaukee, Chapman's
Okla. City, Rothschild's
Phoenix, Goldwater's
Princeton, Hulit's Shoe Store
Pueblo, White & Davis
Reading, Wetherhold & Metzger
Rochester, Forman's
St. Paul, Hubert White
Salina, Kans., Steifel Stores Co.
San Antonio, Guarantee
San Diego, Lion
San Francisco, Roos Bros.
Shreveport, Selber's
South Bend, Kuehn's
Syracuse, Addis Co.
Topeka, Royal Shop
Trenton, Fischer's
Tucson, Steinfeld's
Washington, Rich's

BRIGHT WOOL DRESSES

Five of these dresses are shown on pages 84-85, with fur jackets



A blue wool dress, broad-shouldered, with wool braid. (Nice with a brown fur jacket.) About $15; Saks-Fifth Avenue has it



A soft rose wool dress with a high neck, a deep-yoked, shirred bodice, and a full skirt. Around $25. From Milgrim



A purple jersey dress by McMullen; draw-string at neck and waist. (See it also on page 84.) Saks-Fifth Avenue; about $23.



A slate-blue wool dress with pockets set into its gathered skirt. (Shown on page 84, too.) Less than $20. From Best

FOR THE STADIUM



Wear a wine wool jersey dress under a brown fur coat or a grey chinchilla-cloth jacket. Around $18. You'll find it at Altman



Red tweed coat-dress, shown on page 85, also. (It would be new with a dark green coat!) Bonwit Teller has it; about $25.

Olive-green in a dress of Juilliard rabbit's wool. Shown on page 85 with a blond fur jacket. Priced about $25; from Russeks





Mustard dress in soft cashmere jersey—shown under the beaver-dyed Laskin mouton jacket on page 84. At Best; only about $18.

• For shops in other cities, see page 48

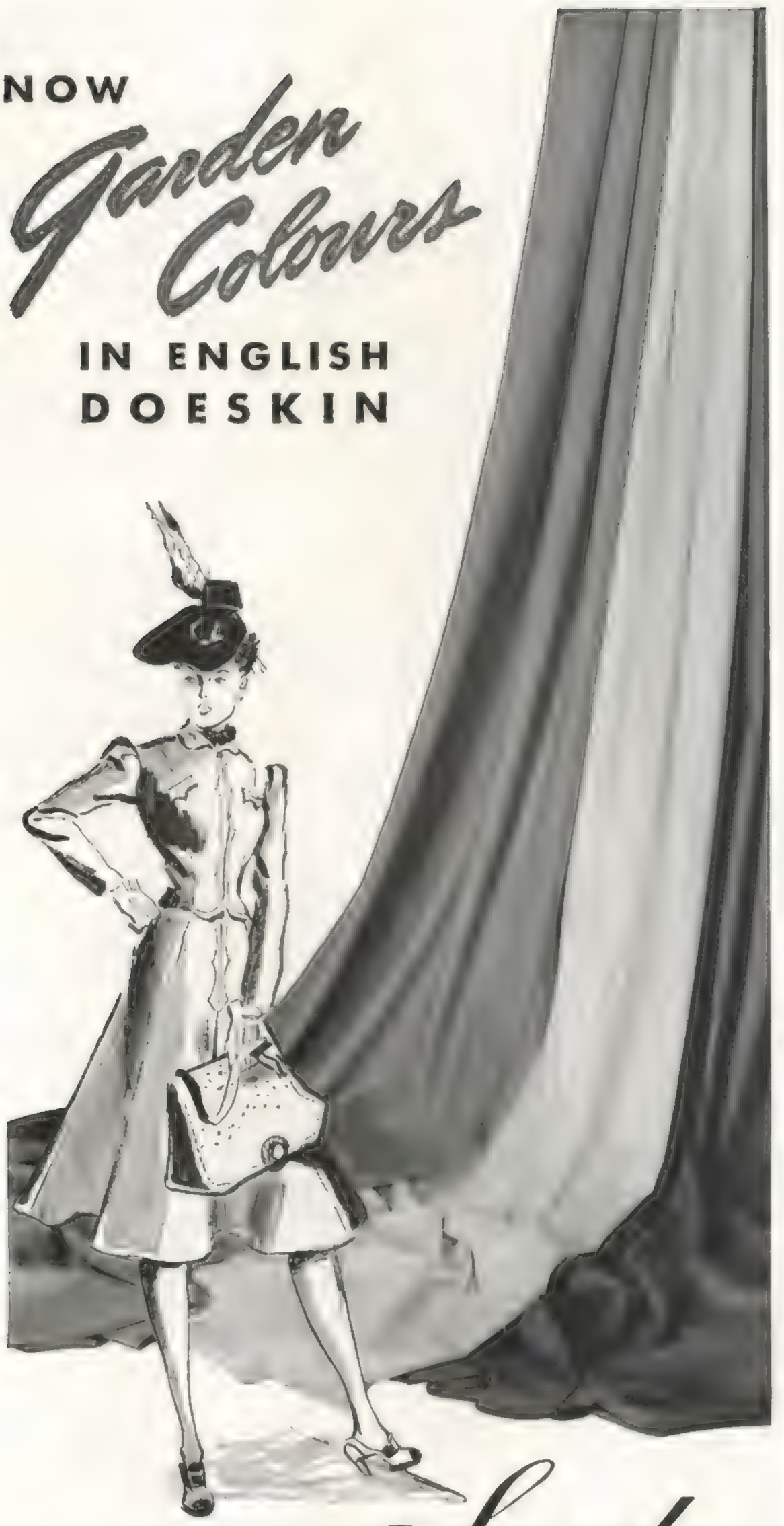


Hats off to the girl whose knowing taste leads her to choose a classic coat of Stroock Cloud-Drift! She's sure of the warmth and wear of the fine camel fibre, virgin wool and kid mohair that melt into a light, fleecy fabric. It's a fashion scoop, too, because it's "classic but different". . . the difference being the outside shoulder darts and the hi-buttoned, soft rolling collar. You'll find this style at your favorite store, or write directly to GROSSMAN & SPIEGEL, *Inc., 512 Seventh Avenue, New York City*

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Garden Colours
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H.A.&B. *Smith* LTD. of BERMUDA

THE aristocrat of fabrics—in *colours* that remind you of the fairy-land flowers in a Bermuda Garden!

Now—at the House of Smith—you can choose among fifty-two shades, in a petal-soft doeskin weighted exactly right for feminine skirts and jackets. In the men's weight it comes, traditionally right, in White, Tans, Greys, Blues, Browns.

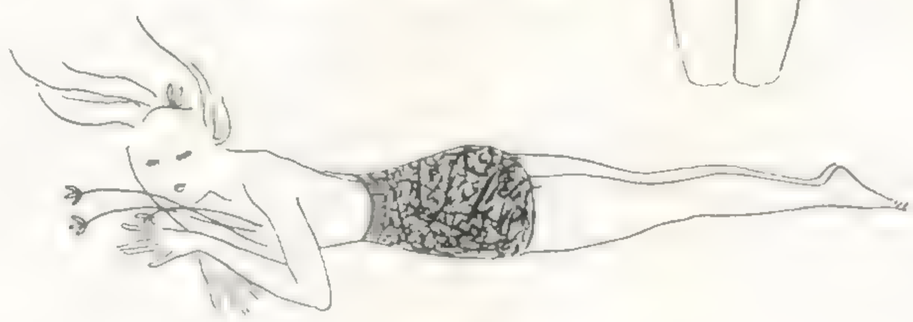
Doeskin is a specialty of the House of Smith. London-finished and treble-shrunk, it takes its place worthily in the beautiful town and country fabrics that have distinguished the House of Smith for half a century. Equally notable, too, is the moderate cost. Fine English Doeskin, sixty inches wide.

Women's Weight, £1/10/0 *Men's Weight*, £1/12/6

FITTING YOURSELF



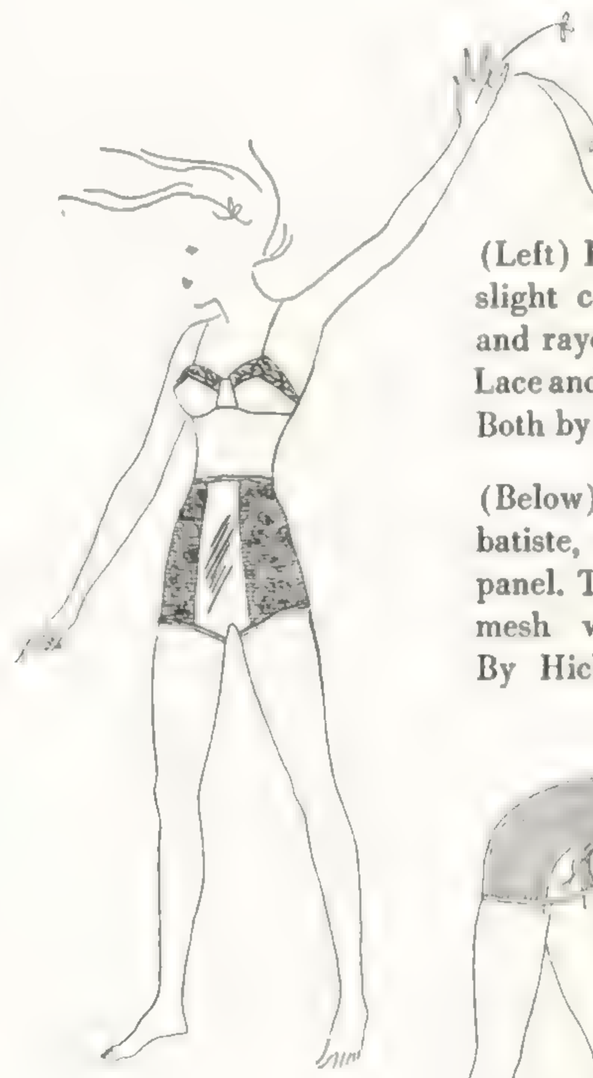
(Right) Pantie-girdle to wear with slacks or shorts. La Vel made it, of mesh with "Lastex." An inner panel in front gives extra support. Best has this



(Above) Girdle with wide waistband that won't roll; of supple two-way stretch lace woven with "Lastex," by Van Raalte. Inviz-a-grip garters. At Bloomingdale

(Right) Pantie-girdle by Damsel of Hollywood; of lace and satin with "Lastex." Latrique's bandeau has elastic in front for flexibility. Both; Bonwit Teller





(Left) For those who need only slight control, an elastic lace and rayon jersey pantie-girdle. Lace and rayon batiste bandeau. Both by Vanity Fair. McCreery

(Below) Light-weight girdle of batiste, with a flowered front panel. The side sections are of mesh woven with "Lastex." By Hickory. Franklin Simon



FOR COLLEGE



(Right) Tiny-waisted all-in-one, elastic and batiste; cut low, for day or evening; made with Maiden Form's "Interlude" bandeau. Talon closing. Bloomingdale



(Above) Vassarette pantie-girdle of a new rayon shirred with "Lastex." Try it in black or lilac for evening. Detachable Inviz-a-grip garters. Best

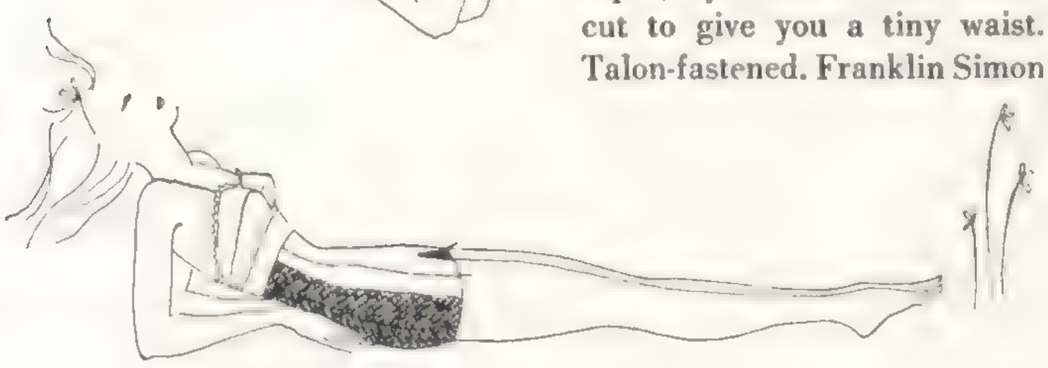
(Right) Girdle of imported Jacquard net, by Munsingwear; cut to wear under slim-waisted clothes, day or evening. Lace and satin Bali-Bra. Both; Best





(Left) High-waisted girdle with flattening panels of satin with "Lastex," front and back; made by Carter. Net bandeau by Hollywood Maxwell. Both at Best

(Below) Girdle of double-faced satin, panelled with lace Lastique; by Flexees. This, too, is cut to give you a tiny waist. Talon-fastened. Franklin Simon





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Dapper without being flapper; "right" without being trite. The kind of day-long dresses you'll love as long as they last. Top: Tailored in Cheviotwill exclusive Jeanne d'Arc fabric of wool and spun rayon. Wear the chalk striped blouse separately if you like. Silvermist, cinnabar, iris, ebony. Sizes 9 to 17. Bottom: Soft wool jersey brightened with collar and cuffs of white waffle pique. Kasha grey, kasha beige, kasha rust, kasha green, kasha blue. 9-17. $7.95



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J. H. Golden Co. .Green Bay	The Style Shop.....Lansing
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Houseman's.....Grand Rapids	The Vogue, Inc.....San Antonio
M. D. Knox Co.....Grand Forks	Walter's c/o Weille's.....Paducah
Kyne & Daley .....Sacramento	Ward S. Williams.....Waterloo
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Levy's Ladies' Toggery...Memphis	

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GOOD DORMITORY SUBJECTS



Left, first: To wear under slim-waisted dresses—a lace-trimmed slip with a fitted bodice. By Vanity Fair. McCreery Second: To wear under sweaters and skirts—a sleek, tailored slip with dull bands at top. By Van Raalte. Lord and Taylor



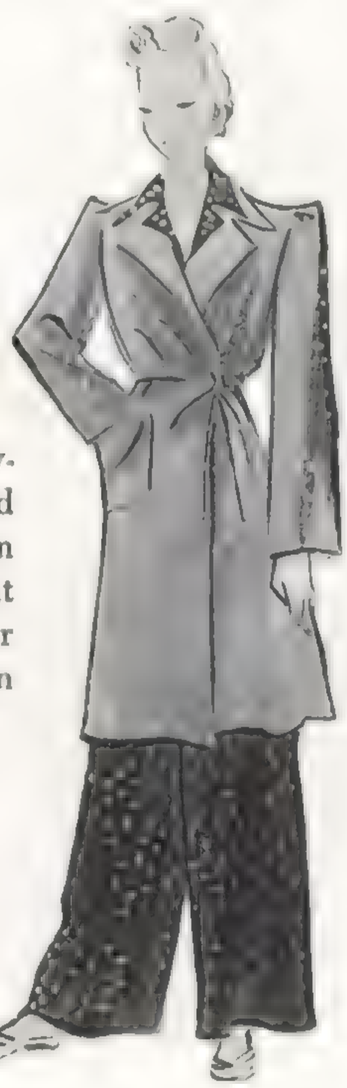
Right, first: To wear by day and evening—a knitted silk pantie that thrives on tubbing. By Laros. Arnold Constable Second: To choose for any occasion—rayon pantie and vest that fit with never a bump. By Luxite. Lord and Taylor



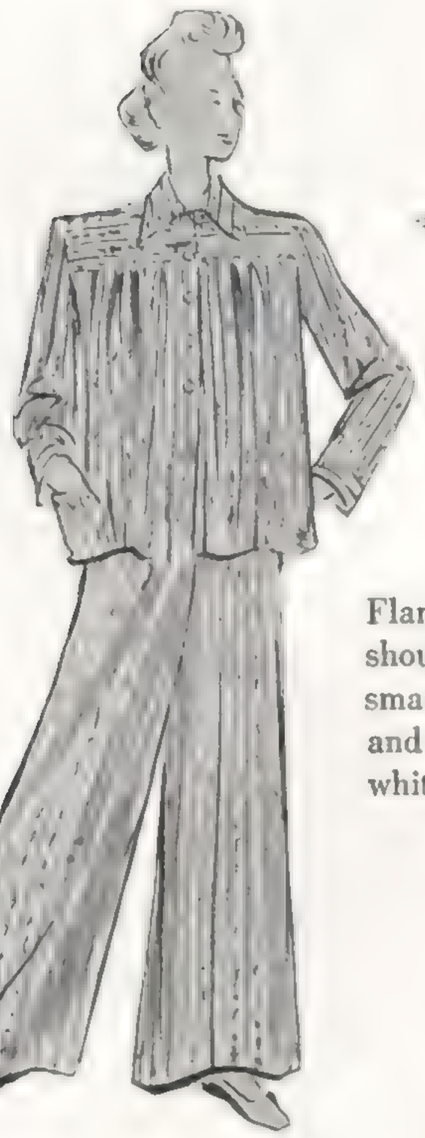
Above: To buy separately and mix to taste—dark trousers, light shirts for these Carter pyjamas. Arnold Constable Right, first: To introduce you to a new fabric—a nightgown of brushed rayon, fuzzy side out. By Kayser. Franklin Simon Second: To wear for a more fragile look—another nightgown of brushed rayon. By Munsingwear. Lord and Taylor



BRIGHT STUDENTS WEAR THESE



Pyjamas for lounging, late studying, and sleeping. The top and trousers are of navy-blue rayon with white polka dots. The coat is red with white dots. All for less than $7 at Franklin Simon



Flannelette pyjamas, with broad-shouldered, butcher boy top; smart around the dormitory. Blue and rose flowers are printed on white. About a mere $2. Altman



Flannel robe—an investment for all four years. It's double-breasted and tailored like a reefer. Of navy-blue, piped all around with white braid. Only about $9. A Royal Robe from Stern's



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COLLEGE NEWS BULLETIN



Left: Heavy wool sweater—you can wear it well into autumn—checked in red and white. About $16. White string gloves, red-lined, about $2. Best



Right: Red-stitched black suède peasant clogs, by Arnold Authentics. Less than $11; Best. The new long socks of white cotton; about $2. Bonwit Teller



Left: Campus boot of white corduroy, trimmed with blue corduroy and set on a blue rubber sole. A gift for about $3 a pair; from Saks-Fifth Avenue



Giddy wool scarf knitted in brilliant stripes, long enough to go a couple of times around your neck. Echo design; about $2. Best. First boot: Brown sheepskin with the woolly side inside, warm as a hearth rug. Under $9; at Bonwit Teller; Neiman-Marcus Second boot: Rugged brown sheepskin decorated with green capeskin; about $9. Good for field trips. Russeks has them



Impressive big bag of saddle-stitched tan cowhide, really miraculous at about $5. At Lord and Talyor. "Voodoo-seeds" beads: about $1. Saks-Fifth Avenue



Right: Dormitory shoe of green sheepskin trimmed with fuchsia. You'll wear it later on, after skiing, say with slacks. It costs less than $6; Russeks has it



Left: Long-lived brogue of ruddy calfskin; under $9. Walk-Over. Coppery pigskin glove to go with it. Around $4; from Altman

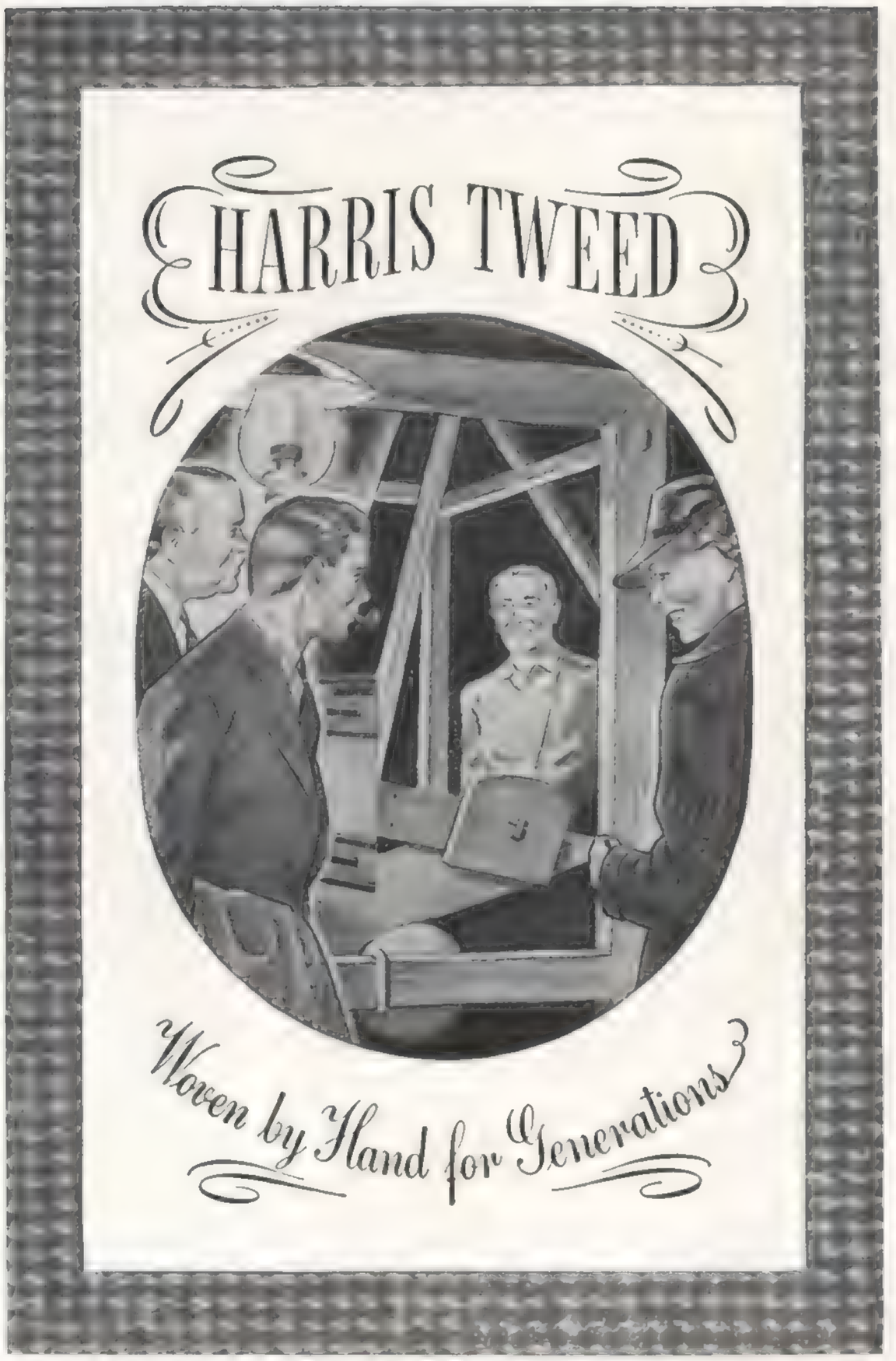




Above: Natural lambskin mittens, wool side inside; about $4. Best. Steer-hide belt, saddle-stitched; around $4. To match the mittens. Lord & Taylor

Bienen-Davis suède bag; about $5. Altman. Aris gloves; under $4. Lord and Taylor. Dobbs suède beret; about $5. Leo Glass necklace; about $2. Macy's

CLARK





SIXTY MILES west of the mainland of Scotland lies a group of small, rocky islands known as the Outer Hebrides. This is the only place in the world where Harris Tweed is made.

Blessed with infinite patience, the Hebridean has the ideal temperament for a skilful weaver. Since the making of Harris Tweed is the chief means of support on the Outer Hebrides, the Hebrideans are intolerantly proud of the fabric's character and beauty.

Every yard is woven from the superior virgin wool of Scottish sheep in the traditional Harris Tweed colors and patterns, as well as in fashionable new designs. It possesses a rugged character and native beauty that will serve you well—and long.

Harris Tweed apparel is famous throughout the English-speaking world. Look for the Harris Tweed label in the garment. Look for the Harris Tweed registered trade mark stamped on the cloth—it may only be applied to tweed woven by hand at the homes of the crofters and made entirely in the Outer Hebrides.

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Season Skipper

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TWO COMPLETE COATS IN ONE

LIGHTWEIGHT

+ REMOVABLE LINING

=HEAVYWEIGHT

It's the perfect light-weight on crisp, cool days.

When the frosts come I insert the removable lining.

Now it's the perfect heavy-weight for cold weather.

FOR TOWN, SPORT, SCHOOL AND TRAVEL WEAR IN COOL AND COLD WEATHER

You need no longer envy the man who owns a Season Skipper. Now you too can enjoy the same pride, comfort and satisfaction. The Season Skipper is two complete coats in one—a perfect light-weight in fall—a warm heavy-weight in winter.

It is the only woman's coat made with a one-piece removable body and sleeve lining—yoke and sleeves are a wind-proof and rain-proof lambskin in a soft suede finish; the skirt is a fine wool plaid. The entire lining moves in and out on a single slide fastener in less than a minute.

In exclusive soft downy fleeces and fine imported tweeds, smart tailored styles, hand-crafted with masculine skill and precision, $39.75.

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Above: Braemar cardigan of blue Shetland wool, bound with plaid ribbon. About $14. Skirt of imported plaid wool (to match the ribbon); about $13. Peck and Peck

Left: Stitched belt of moss-green suède, by Schaffer. At about $1.50; Lord and Taylor. White wool sock with green Angora top; under $1 a pair. At Bonwit Teller



Left: Green wool scarf; about $1 at Best. DeLiso Deb shoe; under $9. Bonwit Teller. Flexible gilt bracelet; around $1. Bonwit Teller. Gilt beads; about $5. Best

Below: Play-shoe of burnt-sugar calf, by Joyce—both sides of the leather used. Under $9; Bonwit Teller. Necklace of leather buttons; about $2. At Macy's

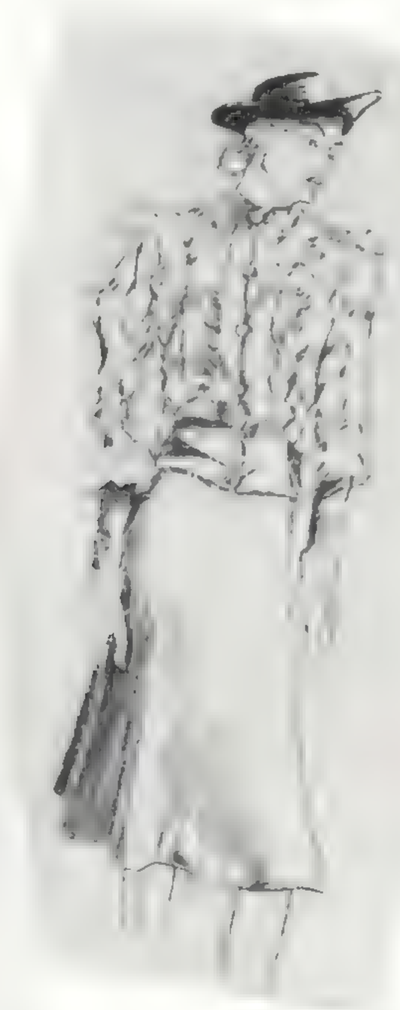


CLARK

COATS AND SUITS FOR COLLEGE GIRLS



THE TAILORED WOMAN



RUSSEKS

1. Grey kidskin jacket and grey wool dress (each good with many other costumes). For week-ends in town, or football games. About $60
2. Three-piece herring-bone tweed suit, backbone of a college wardrobe. Very new-looking in red-brown. Suit and top-coat, about $35
3. Handsome version of the classic reefer, in Shagmoor alpaca, natural-coloured. A college standby. About $35
4. A town-or-country Westbury reefer of blue tweed with dark stripes; wear it with tweeds and tailored clothes. Around $25



MCCREERY



THE TAILORED WOMAN

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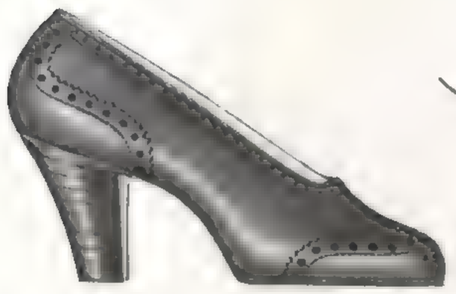
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BOOTMAKER FINISH



IN WALKING CLASSICS

—and they are so good looking you'll swear they just stepped in from England—with their mellow, hand-rubbed finish, like that of fine old boots. Classic models—for all daytime wearing.

By HILL AND DALE







Above are shown:—
a Hill and Dale pump, with 2" built-up leather walking heel—
a monk strap, with squared toe and heel—
an oxford with grooved heel—
all in the new bootmaker finish.

These and other smart Hill and Dale models are priced from $6.95 to $10.

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Youngstown, Ohio—G. M. McKelvey Co.

And good stores everywhere

99% CAMPUS UNIFORM



WE quizzed Prix de Paris seniors in 181 colleges from coast to coast—about the favourite costume on their campus. 99% said, "Sweater, skirt, and jacket!" So start collecting!

BLUE-GREEN TWEEDS team up with blue sweaters this year. At the right, a classic jacket in monotone tweed (about $8) takes a skirt to match, with an overplaid in white (about $4), and a classic blue Goth-Cuna Shetland sweater (around $4). All are friends for fair weather and foul. They mix well, too. Arnold Constable



THE MORE JACKETS AND SKIRTS, the merrier. You can mix them ad infinitum; many of them will stay with you all four years.

• Above, a blue suède jacket, under $13, at Franklin Simon. Next, a jacket of imported Glenurquhart plaid; Bonwit Teller, about $25.

• Below, first: a skirt of new slate-blue wool gabardine with hip pockets. About $13. Saks-Fifth Avenue. Second, a sturdy suède skirt. Saks-Fifth Avenue; for around $15. Third, a skirt of heather tweed; about $4. From Franklin Simon



SWEATER, SKIRT, JACKET

HOW MANY SWEATERS? we asked the Prix de Paris seniors. We knew they liked lots of them, but 80% amazed us by confessing to collections of 5 to 15 sweaters. That gives you an idea....



SWEATER PSYCHOLOGY...bright ones, dark ones, soft, muted ones; long-sleeved, short-sleeved; slip-overs, cardigans

• First, ribbed cardigan, grosgrain-bound. Under $3. Macy's. Second, short-sleeved slip-over of Shetland. About $4; McCreery. Third, "English Boxie" cardigan, in the new long length. About $7; Martha West. Fourth, Botany long-sleeved slip-over. About $7; De Pinna. Fifth, Angora cashmere sweater, back-buttoned; under $3. A Helen Harper sweater at Macy's



Left, a classic jacket in heather mixture pepper-and-salt tweed, mated here with a very new-looking skirt of striped whipcord, pleated. This totals only about $17. Assemble it at Franklin Simon



"Co-Ed"

Denton

THE NEW

COLLEGE-STYLE DENTON

FOR MISSES AND YOUNG WOMEN

● Sleep comfy and warm in the new CO-ED DENTON, the "big sister" of the Dentons you slept in as a little girl . . . with the same grand warmth, but new smartness of style that's ideal for lounging too. Made of DeLuxe Denton fabric, cream-white, very soft . . . with roll collar, neck tie and waist belt. "Bloused" legs, full sleeves, rib-knit at wrists and ankles. Trimly tailored for good looks . . . with added roominess for real sleeping comfort. Made in sizes 12, 14, 16 and 18.



Separate "Bootie Feet" have rib-knit tops.

Ask to see the new "Co-Ed" Dentons! If you cannot get them at your favorite shop, write us.

DENTON SLEEPING GARMENT MILLS, INC.
Centreville, Mich.

Exclusive makers of Dentons for Infants, Children and Adults



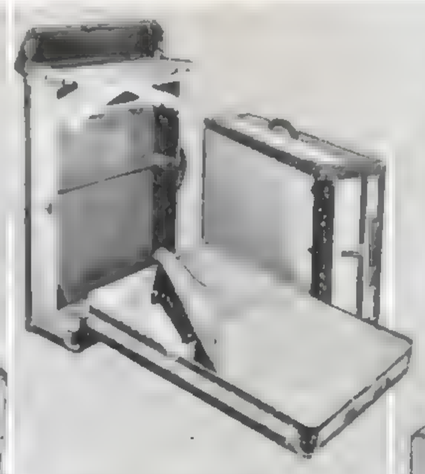
NEW DE LUXE DENTONS
for Girls and Boys

Improved new one-piece garment, De Luxe cream-white fabric, with roll collar, belt, "bloused" legs; rib-knit at wrists and ankles. Sizes 4 to 14



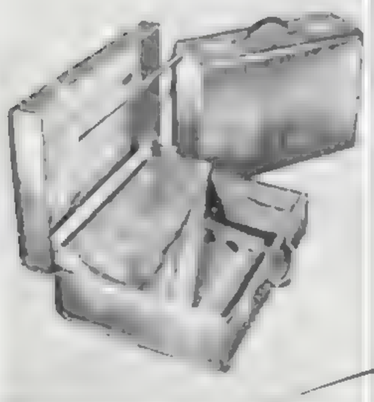
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Off to school, with at least 16 trips in 4 short years ahead. Their choice of Hartmann luggage will be more than justified by Hartmann's 60 years of practical experience.

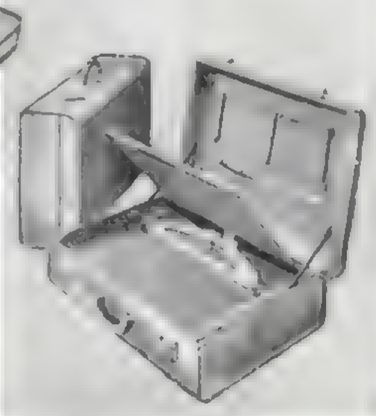


THE SKYROBE holds from 4 to 6 dresses wrinkle-free on hangers in the lid, leaving an entire section free for other apparel. From $15.00 to $155.

THE BONDSTREETER, every inch a gentleman's bag, holds 2 suits in the suit tray leaving an entire section for shoes, shirts and accessories. From $22.50 to $260.



THE TOUROBE is a miniature wardrobe trunk that keeps 6 to 10 dresses or 3 to 5 suits in perfect press. Light enough to carry. From $16.50 to $85.



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* **THE WARDROBE TRUNK** by Hartmann comes in fibre, canvas or rawhide coverings. Keeps all the clothes you need at school or college safe and wrinkle-free. From $25.00 to $320.00.

"YOU NEVER KNOW WHAT CARE-FREE TRAVEL IS UNTIL YOU TRAVEL HARTMANN"

35% NOW WEAR SLACKS ON CAMPUS

(FIND OUT WHETHER YOUR COLLEGE PERMITS THEM)

Grey slacks of men's-wear flannel; plaid flannel shirt, worn outside, in the Bennington way. The slacks are under $10; the shirt, around $10



SAKS-FIFTH AVENUE



Worsted slacks, pin-checked; flannel shirt. Both; less than $15. Under a white gabardine rain-coat, flannel skirt and Shetland pull-over; all three for around $20

ALTMAN; SAKS-FIFTH AVENUE

TONI FRISSELL



Natural-coloured slacks of wool gabardine, under a full-length greatcoat of beige imported alpaca-and-wool, surprisingly light in weight. The two for about $65

I. MAGNIN, SAN FRANCISCO AND LOS ANGELES

STUDY THESE NEW PLAIDS FOR COLLEGE



This year's shirt-waist dress is of McMullen's imported Glen plaid wool. In white, tan, and blue, it goes well with brown fur jackets. About $23; Tailored Woman



More knee-length news for college. A play dress of Viyella flannel in the Grant clan plaid...very smart because it's red and black. Around $35; Jay-Thorpe

Plaid accent: a green calf belt by Criterion, with a plaid purse. Under $2; at Best. Dark green Mackey shoe of reversed calf, wedge-soled. About $9. Bonwit Teller



THE DRESS
OF THE MONTH* GOES TO COLLEGE IN
Celanese® RAYON KASHUR

Certain to succeed, because it has the style distinction and smart simplicity that brighten the path to higher learning. It's a versatile double-breasted frock emphasized by tiny gold buttons and leather belt studded with nail heads . . . The perfect texture of Celanese rayon Kashur makes possible the smoothly flowing skirt, with its unpressed pleats. In Black, Regina blue, Bronze green, Rust. Sizes 10 to 20.

*Reg. U. S. Pat. Off. $22.95

Over 400 shops are showing this fashion. If you don't find it in your favorite shop, write

KANE-WEILL, INC., 498 SEVENTH AVENUE, NEW YORK CITY



HOLDING THE STOP-WATCH



ONE of the standard myths that college girls have encouraged is that they simply haven't time. "We haven't an extra minute," you wail, confronted with accusations about not combing your hair in time for breakfast, going around with lipstick on cockeyed, letting nail polish wear off.

That's your story, but we're going to poke holes in it. Keeping up your looks, we believe, takes inclination—not time. To prove it, we clocked all the small beauty rites you're likely to neglect—using our own Prix de Paris girls as guinea-pigs. We give you their average times—along with a few admonitions.

When you pull yourself out of bed at the rising-bell, take time to really scrub your face before sprinting to breakfast. (Come to think of it, you haven't washed it for hours.) Go to work with Pro-phy-lac-tic's Complexion Cream Soap and their fine complexion brush. You can do a good job in about two minutes, according to our testers, and emerge with not only a shining morning face, but the lively circulation that leads to a good complexion. All for a small outlay of energy (and of cash for equipment).

We hope you're not thinking of just going along out into wind and sun and so forth with your face bare and unprotected. In the interests of your girlish complexion, protect it. The college standbys, Hinds Honey and Almond Cream or Jergen's Lotion, keep your face from chapping, and getting flaky. Time to apply it—sixty-five seconds. Think of your hands, too, and take twenty-five more seconds for them. And your arms and legs, if you're off to play hockey in a gym suit—they'll take another seventy seconds.

Now, your lipstick. We have to tut you for just slashing it on in about fifteen seconds, where another twenty allow for a good even job. (To take accidental smudges off your teeth, about four measly seconds more.) Woodbury makes a most commendable lipstick, very creamy so your lips won't get dry and cracked in blustery weather. What is more, it stays by you, even through the lip-biting strain of an exam.



You can go around with bare finger-nails if you really like them, but if it's time that's holding you back, consider our twelve-minute record with Barbara Bates' new college manicure kit. Everything is all in one case, and you can smooth your nails, take off chipped polish, and put on new polish in the bat of an eye. (A really de luxe job takes almost half an hour, but you can save that for week-ends.) Especially if you are a good girl about using cuticle oil at night (about thirty seconds) and hand-cream after hand-washing (about twenty-five seconds). All in the kit.

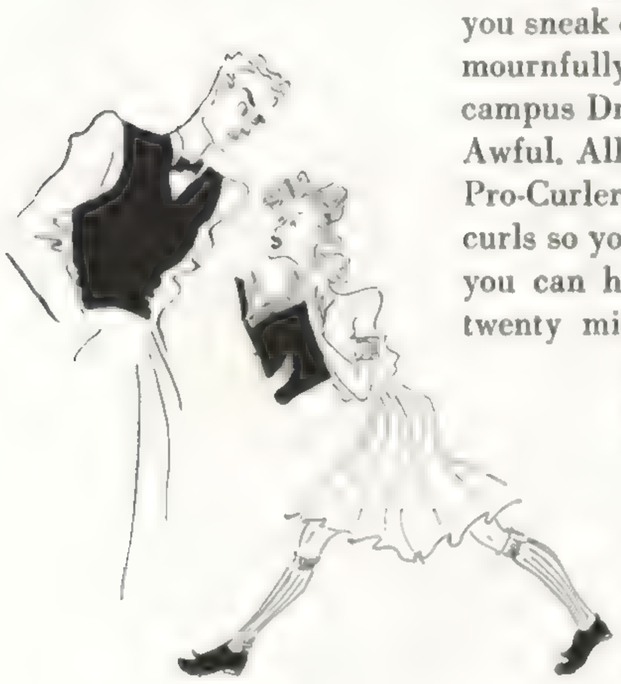


If you remember, from other years, the seniors' cries of pain when they saw their year-book pictures, be forearmed. Helena Rubinstein's Photochrome Make-Up will make your skin look like velvet in the picture (three minutes to apply); mascara and eye-shadow will turn your eyes into Deep Pools. And a hair-do two days beforehand softens enough to record well for posterity.

ON COLLEGE BEAUTY

By Katharine Roberts—1936 Special Mention Winner

It strikes us that the college girl and the brush are too little acquainted—especially the hair-brush. Fifty strokes morning and night do marvels for making hair alive and springy—and even give mousecolour hair a colour of its own. Count on two seconds per stroke, or a hundred seconds morning and night—little enough. Ogilvie Sisters have a competent long-bristled brush to make your work easier.... Another neglected brush is the powder-brush which achieves a smooth mat finish. Spend three minutes with London House's powder-brush, before Big Occasions.



Supposing, one of those off-days when you sneak out to class with your hair hanging mournfully uncurled, you should run into the campus Dream Prince. How would you feel? Awful. All right, don't let it happen. With a Pro-Curler, a contrivance that rolls and pins curls so you don't have to sleep on hardware, you can have the ends curled up nicely in twenty minutes. (This allows two minutes for each of ten curls.) It shouldn't be necessary to mention this, but it's rather nice to wash your hair (at least) every two weeks. Forty-five minutes sees it washed and set, using the Crème Set from Ogilvie Sisters' College Hair Kit. (This also has Hair and Scalp Freshener.)

You can't expect to spend a couple of hours of beauty work before a week-end and emerge a thing of beauty—little driblets of time, as you go along, get the results. For instance, taking time to cream your face twice before you wash it. It only takes three minutes longer really to rout the dirt by a second creaming. Pond's Cold Cream, by the way, is a wonderful router.

Week-ends, which make life worth living, involve travel, and travel involves grime. Eliminate it before arriving, with Lavista Sponges—little soap-impregnated face-washers. They expand in water in twenty-five seconds; you wash in two minutes more and throw out the sponge. Easy.... Teel, new liquid dentifrice, is another good traveller—two drops create a tremendous tingling foam that leaves your mouth fresh as ice. Two minutes.

Any college girl going away for a week-end takes perfume with her—which, regrettably, is apt to spill or break en route. Corday's "Cordette" transports your perfume intact; is tiny and fits into a purse. It looks like a cigarette lighter and holds a bottle of Corday perfume. We do suggest taking a couple of seconds to put some in the curve of the arm, to enchant in the dance.



One glaring error some of you commit, when you're all dressed up and beglittered for a prom, is not paying any attention to any epidermis below the neck. You do your face with foundation and powder, but not your arms and back—which, after all, do show. Or else you use bath powder to the neck, and face powder from there up, producing a marked colour-line. Very disillusioning to any man who might otherwise think your lovely complexion all your own. Well, in four and a half minutes, you can apply Elizabeth Arden's Amoretta Cream to exposed parts, and be all set. This comes, by the way, in Elizabeth Arden's Beauty Primer—a useful and ornamental kit with about all the practical beautifiers you could name. Or take time to use.



RELAX IN CASUAL SMARTNESS IN A

Saybury HOUSECOAT

With a book or a friend, you're equally at home in these young-hearted Saybury housecoats. They'll bring you collegebred style and thoroughbred service. **Left:** A slimming wrap-around of striped Chenille with chevron-worked sleeves and pocket accented by two large pearl buttons. Styled in Azure Blue, Petal Pink, Royal, Cherry-wine, White. Sizes 12 to 42. **Right:** A swirling skirt, cross-cut sleeves, and intricate shirred yoke are high points of style in this zippered, striped cuddle-down robe. Wine, Copen, Royal, Melon. Sizes 12 to 42 . . . . . **$6.95**

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YOUNG BRITISH WRITERS

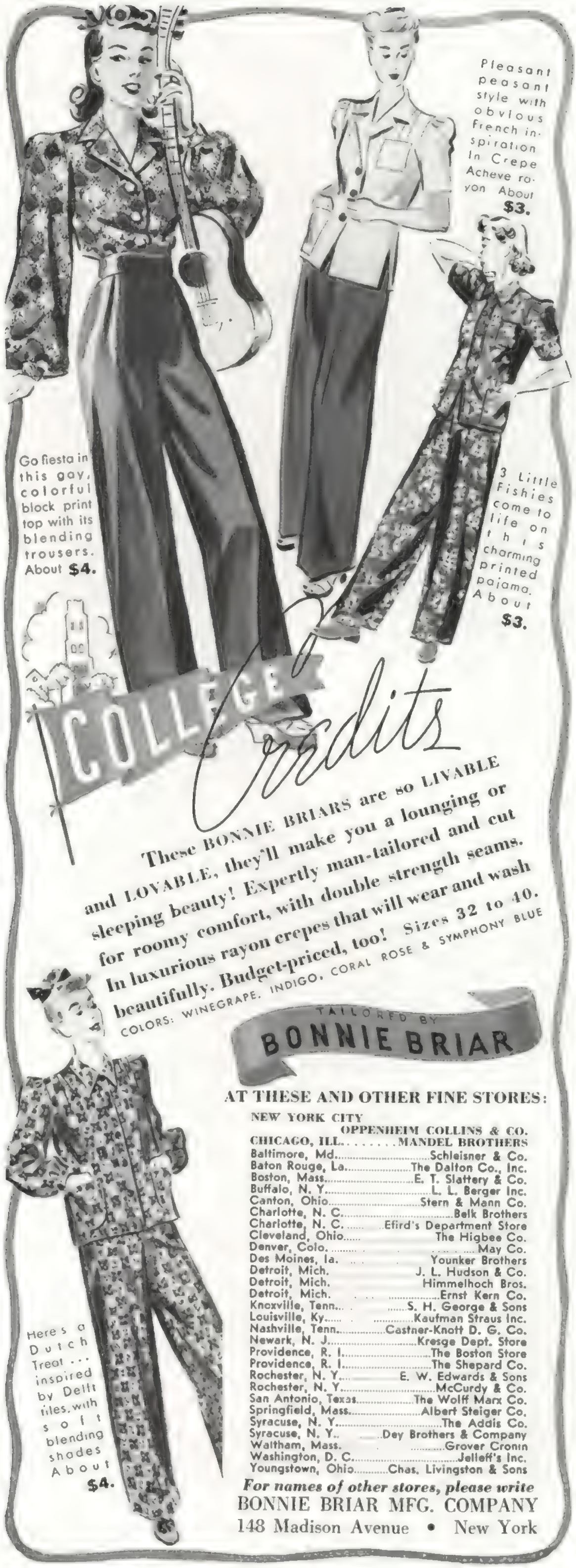
(Continued from page 94) Greene is far from being a Dostoyefsky (only a writer of genius can balance great hatred with great love), but his work is always interesting, and sometimes very powerful.

Stephen Spender is better known as a poet than as a writer of fiction; but mention should be made of his fine, unjustly neglected volume of stories, *The Burning Cactus*. Spender's book is so good that one can only suppose that it was unsuccessful because it was unfashionable. In these days of super-journalism, the public demands observation, it likes its scenes and situations built by an accumulation of detail; it mistrusts the single, intuitive flash. Spender does not observe the number of tables and chairs in a room, he does not phonographically reproduce the precise accents and mannerisms of a conversation. His stories describe, not character, but the *idea* of characters. In fact, he is an artist.

Two young English writers have attempted what is, perhaps, the most difficult medium of all—the prose fantasy. Rex Warner's two novels, *Wild Goose Chase* and *The Professor*, are direct attempts to describe present-day European conditions in terms of *Alice in Wonderland*. They are brilliant, ingenious, and, often, extremely amusing—but they lack poetry, and every great writer of fantasy must be something of a poet.

Far more exciting, though less technically successful, is Edward Upward's *Journey to the Border*, one of the most impressive things of its kind published in England since 1918. It describes a day in the life of a young private tutor who is employed at a country house in the north of England. The tutor is a timid, introverted young man, given to day-dreaming, and to moods of sullen resentment and impotent rage against the complacent stupidity of his employers. What he is searching for is a way to make his job tolerable, to find a technique for living; and so this story becomes, in a most amusing and graphic manner, an analysis of all possible religious and philosophical theories. Upward has written very little so far. But it is impossible not to feel, when we read this book, that we are in the presence of a master of English fiction.

It is interesting to note that the lives of Warner and Upward have much in common. Both are schoolmasters, living quietly and unsensationally in the routine of their jobs. Both are happily married. Neither has done much travelling—though Warner once taught in a school in Alexandria. Neither has had any very dramatic adventures. Both Warner and Upward have approached the Left Wing Movement theoretically, through a study of Marxism. Both are considerable scholars. Perhaps it is this kind of career which best fits a writer to undertake daring mental journeys, and explore regions unknown to the two-fisted, coal-heaver-stevedore-hitch-hiking novelists





YOUNG BRITISH WRITERS

of the red-blooded school.

Another writer of extraordinary talent and comparatively limited production is Henry Green, author of *Blindness*, *Living*, and the soon-to-be-published *Party Leaving*. Green is a difficult novelist, highly fastidious in manner, who has invented his own rules of syntax and punctuation. An Etonian like Orwell, he has remained rooted in, though scarcely loyal to, his class. Green's latest work is one more proof of the truism that a novelist of genuine talent can take any set of characters, any situation, and create from them a picture, a microcosm, of the entire human world.

Perhaps no other author of his generation has the charm and descriptive skill of William Plomer—who, for the present, seems almost entirely to have abandoned creative writing, to devote his time to the exacting duties of a publisher's reader. Plomer has spent much of his youth in South Africa; later, he travelled to Japan, to teach English at a Japanese university. His best novels and stories (he is also an accomplished poet) are all descriptive of life in foreign countries. *Sado* is one of the very few convincing studies of a young Japanese ever written in English. *I Speak of Africa* and *The Child of Queen Victoria* show a deep understanding of the mentality of the African Negro. Plomer has also produced a life of Cecil Rhodes, and a London novel, *The Invaders*, which describes the underworld of our capital city with an almost anthropological detachment. Plomer has, as they say, no axe to grind. He is unpolitical in the narrower sense. For this reason, perhaps, his books are more or less unfashionable to-day. But his character-drawing is full of sympathy and warmth, and he is always on the side of the weak against the strong. His humour lies in that kind of understatement which is peculiarly British. We must hope that, when the louder voices of hate are silent, his persuasively gentle accents will be listened to once more.

James Stern may reasonably claim to be the best of the younger short-story writers. A book of short stories is a bad proposition in publishing to-day, and magazines have printed far more of Stern's work than has yet appeared in book-form. The *Heartless Land*, the first of his two volumes, deals entirely with Africa. *Something Wrong* is a series of stories about adolescents and children. Stern's wealth of subject-matter is astonishing. He can write with equal power about horses, old ladies, poisonous snakes, English drawing-rooms, South Sea islands, fishermen, governesses, little girls. He is equally at home when describing complicated mental processes and scenes of violent physical action. He seems to have no formula, no pattern; each story is a fresh surprise. If the English public could recognize genuine, solid talent, undecorated by the tricks which make for notoriety, Stern's name would be famous in England to-day.



for School . . . and many years thereafter

Style, stamina, ingenious packing arrangements, amazing capacity —are merits which prolong the usefulness of Wheary "Stream-Gard" hand luggage . . . add prestige to one's traveling ensemble.



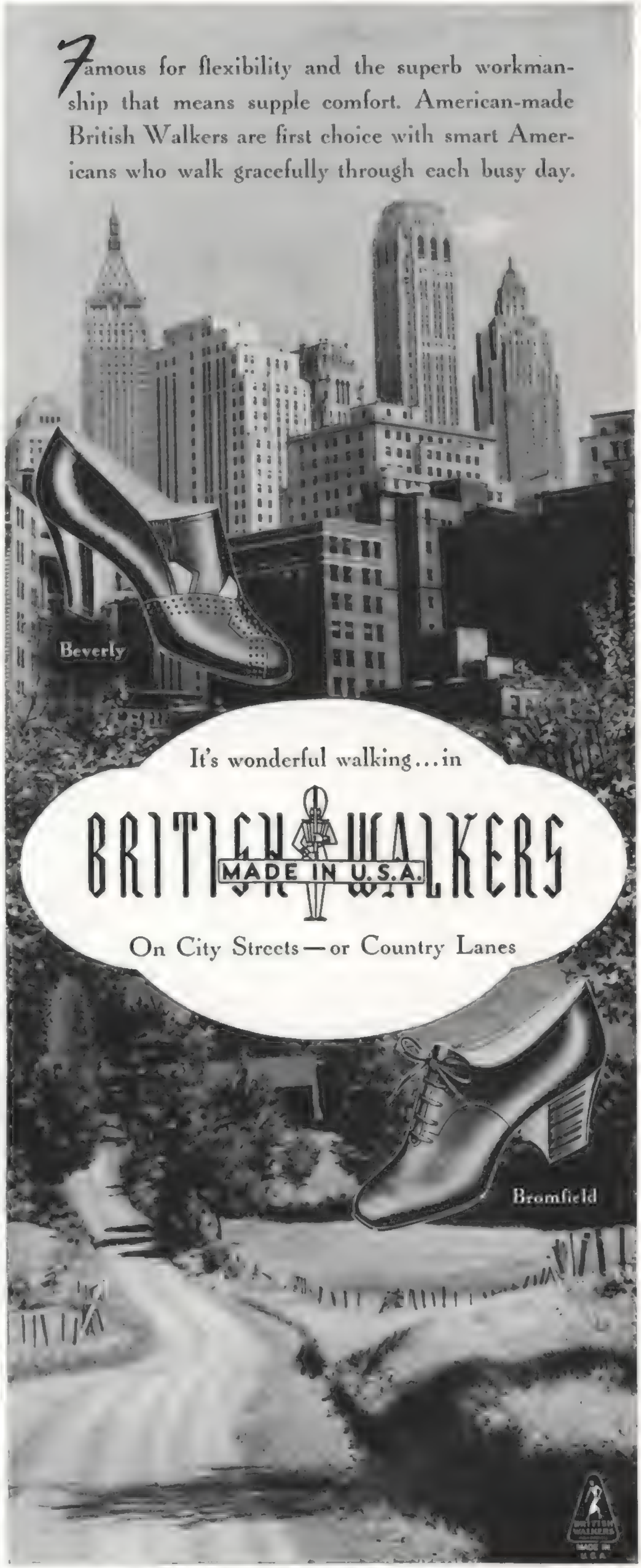
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There are more than 20 Wheary sizes and styles from which to make a selection to suit, your individual needs. Priced from $12.50 up.

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Famous for flexibility and the superb workmanship that means supple comfort. American-made British Walkers are first choice with smart Americans who walk gracefully through each busy day.



THESE STORES ARE SHOWING BRITISH WALKERS

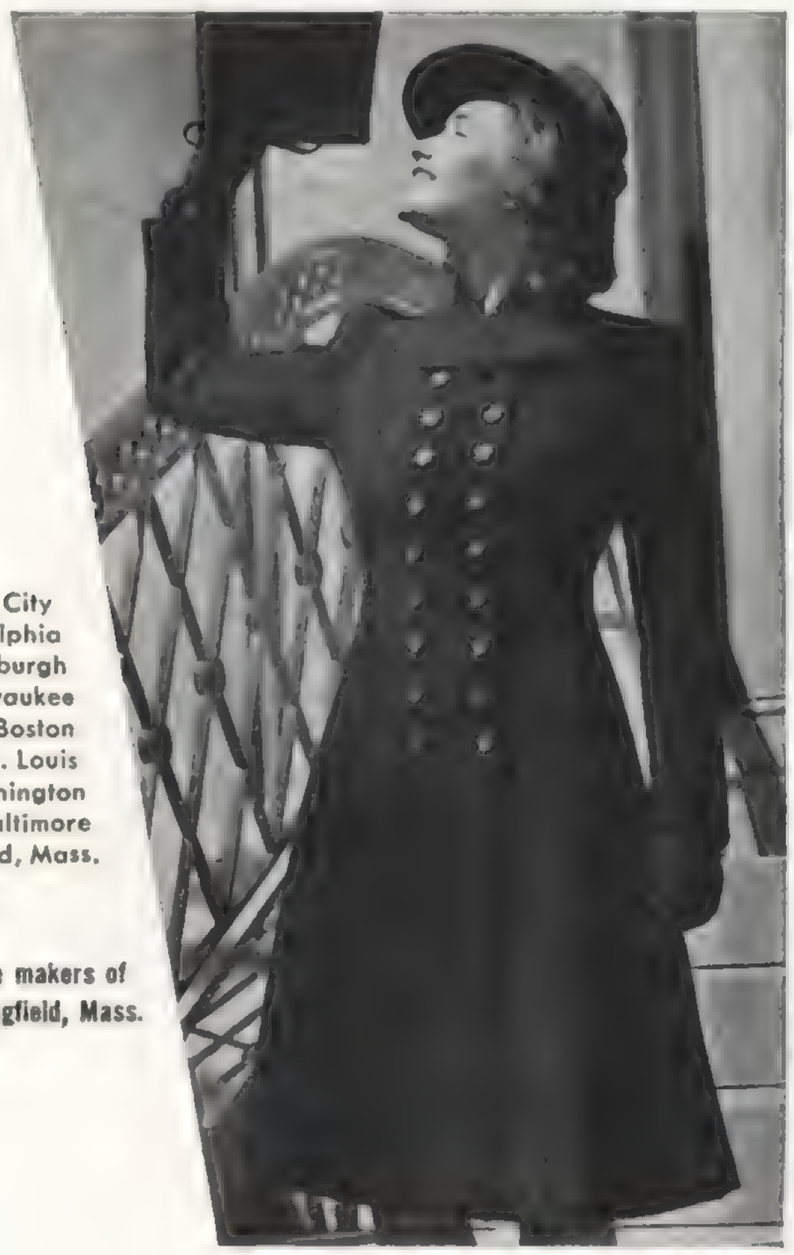
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"Dry Manhattans" TAKE THE CAMPUS BY STORM

Everything considered . . . style, comfort, fabric . . . in weather fair or foul . . . it's Dry Manhattans, two to one! The young set acclaim them for their distinctive styling, impeccable tailoring. The quality-conscious rave about their all-wool fabrics and luxury lining! The practical-minded cheer for the weather-proofing process that literally doubles the service of every Dry Manhattan coat! And they are only ***19.95.*** *Sizes 9 to 17 and 10 to 20, in a wide variety of exclusive Farnsworth Monotones and Dexter Tweeds, all lined with Clairmont Wearever Rayon Satin.*



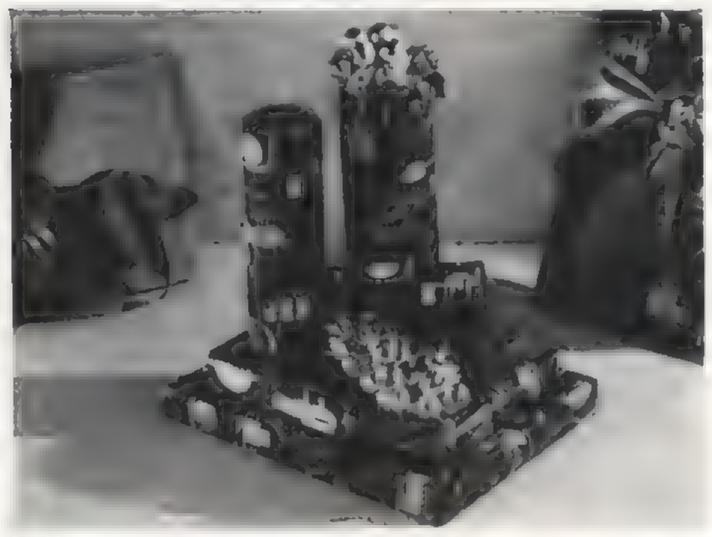
featured at:

Saks 34th Street, New York City
Gimbel Bros. .....Philadelphia
Gimbel Bros. .....Pittsburgh
Gimbel Bros. .....Milwaukee
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Famous-Barr.....St. Louis
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At better stores everywhere or write to

TRENCHER-BELSKY, Inc., Sole makers of DRY MANHATTAN COATS, Springfield, Mass.

TURNS WITH A GOURMET



BAKER
Great fun to send to friends at home—Alice Marks' fascinating new packages, designed especially for the World's Fair. Decorated with colourful symbols, they hold the famous Marks candies and biscuits

EVERY one who loves good food likes to talk about it, and, as soon as a new food-spot opens its doors, word begins to circulate. One such spot that people are talking about is the enlarged shop at the back of Hammacher-Schlemmer's first floor, where the *spécialités de luxe* are practically crowding one another off the shelves.

PRIZE DISCOVERY

Our prize discovery is a new (new to us, anyway) onion soup. We always consider onion soup a special-occasion soup. Whether you have it at Les Halles after a Paris night, or ladle it out of an earthenware tureen to hungry guests, or drink it on shipboard at dawn, it should have that fine, substantial, peasant-like quality that makes it the best thing in the world for such moments.

The onion soup at Hammacher-Schlemmer is the Bon Vivant variety, and, when we found that it was made with sherry and Chablis, we were doubtful. Why Chablis? Why sherry? Why not just onion soup?

But we doubt no longer. It is one of the best we have ever eaten, tinned or otherwise. It has a flavour of which any chef could be proud, and it is an ideal thing to have on hand when people are really hungry and you want something ready in five minutes. One can of this soup serves four people adequately, and three people generously. Add your own crusty French bread and grated cheese.

Among other discoveries at Hammacher-Schlemmer's food-shop is a curry paste that provides a sauce so well seasoned and blended that you can fool even a curry-lover into thinking you have gone through an elaborate ritual in preparing it. Your average "good plain cook" is usually seized with stage-fright when faced with the directions for making a curry, and this is so simple that any one can produce it by following the directions. There are also Gwathney hams from Virginia, prepared especially for the shop and sold per se, or done up in a gift basket with hand-beaten biscuits and a special stainless steel knife for slicing the ham paper-thin.

Very elegant cocktail bits are the *pâtés en croûte*, made fresh every day, to be ordered a day in advance, when you want them. The ham and veal pâté is flavoured with sherry and glazed with calf's-foot jelly, then surrounded with pastry. The pâté de foie gras is rich with truffles. These can be sliced down and served as canapés, or guests can slice their own from the loaf. On the expensive side, but a great addition to a party.

MACADAMIA NUTS AGAIN

If we weren't assured that Macadamia nuts come from Hawaii, we would think they grew on trees in New York, because they are continually popping up in some new form, and every version seems good. The nuts themselves—large, (Continued on page 159)





You'll find these fashions at the following stores:

CHAS-A-STEVENS-&-CO-
CHICAGO

KAUFMANN'S.....PITTSBURGH, PA.

Atlanta, Ga. . . . . Rich's, Inc.
Baltimore, Md. . Schleisner Co., Inc.
Birmingham, Ala.
Loveman, Joseph & Loeb, Inc.
Boston, Mass. . . . Chandler & Co.
Buffalo, N. Y. . . Wm. Hengerer Co.
Canton, Ohio . . Stern & Mann Co.
Charlotte, N. C. . . J. B. Ivey & Co.
Chester, Pa. . . . . Speare Bros.
Cincinnati, Ohio . Mabley & Carew Co.
Cleveland, Ohio . . . Lindner Coy
Columbus, Ohio . The Union Co., Inc.
Dallas, Texas . . . Volk Bros. Co.
Dayton, Ohio . Rike Kumler Co., Inc.
Denver, Colo. . . . Denver D. G. Co.
Des Moines, Iowa . . . Davidson's
Detroit, Mich. . . . B. Siegel & Co.
Evanston, Ill. . . . The Gad-About
Ft. Worth, Texas . Monnig D. G. Co.
Houston, Texas . Sakowitz Bros., Inc.
Indianapolis, Ind. . L. S. Ayres & Co., Inc.
Kansas City, Mo. . John Taylor D. G. Co.
Los Angeles, Calif. . . Bullock's, Inc.
Louisville, Ky. . . Stewart D. G. Co.
Memphis, Tenn. . Levy's Ladies Toggery
Milwaukee, Wis.
Smartwear—Emma Lange
Minneapolis, Minn. . The Dayton Co.
Nashville, Tenn.
Rich, Schwartz & Joseph
Newark, N. J. . . Kresge Dept. Store
New Orleans, La.
Leon Godchaux Clothing Co., Ltd.
Norfolk, Va. . Ames & Brownley, Inc.
Omaha, Nebr. . . Brandeis Store
Philadelphia, Pa. . Bonwit Teller & Co.
Portland, Ore. . Lipman Wolfe & Co.
Richmond, Va. . Miller & Rhoads, Inc.
Rochester, N. Y. . E. W. Edwards & Son
St. Louis, Mo. . . . . Kline's, Inc.
San Antonio, Texas . Joske Bros. Co.
Scranton, Pa.
Heinz Store of Scranton, Pa., Inc.
Syracuse, N. Y. . . Flah & Co., Inc.
Toledo, Ohio . . . Lamson Bros. Co.
Tulsa, Okla. . Vandever D. G. Co., Inc.
Utica, N. Y. . . Eleanor Clinton Shop
Washington, D. C.
Woodward & Lothrop, Inc.
Wilmington, Del. . H. Braunstein, Inc.
Youngstown, Ohio
Chas. Livingston & Sons, Inc.

Or write to

M. SLOAT CO.
525 Seventh Avenue, New York City

TURNS WITH A GOURMET

(Continued from page 158) round, and with a flavour quite unlike any other nut that grows—were first known in America some three or four years ago, when enthusiasts began bringing and sending them back from Hawaii. Now, these nuts, salted, are available in glass jars in most specialty shops, but their use in candy is new. Park and Tilford have put them into a Macadamia honey brittle that is something very special indeed, and the kind of candy that men seem to fancy especially. Sherry's dip the Macadamia nuts in light milk chocolate and dark unsweetened chocolate, and both results are very fine. If you aren't within dropping-in distance of either of these shops, you can have the candy by parcel-post.

In case you think you can just sit under the trees in Hawaii and munch Macadamia nuts as they fall to the ground, you are mistaken, for this rare species is encased in an outer husk and an inner shell so thick that special machines had to be made to get the nuts out. And, at that, less than fifty per cent. of the kernels come out intact.... Just a little item of interest to pass on to guests who ask you *where* those wonderful nuts come from.

COCKTAIL NEWS

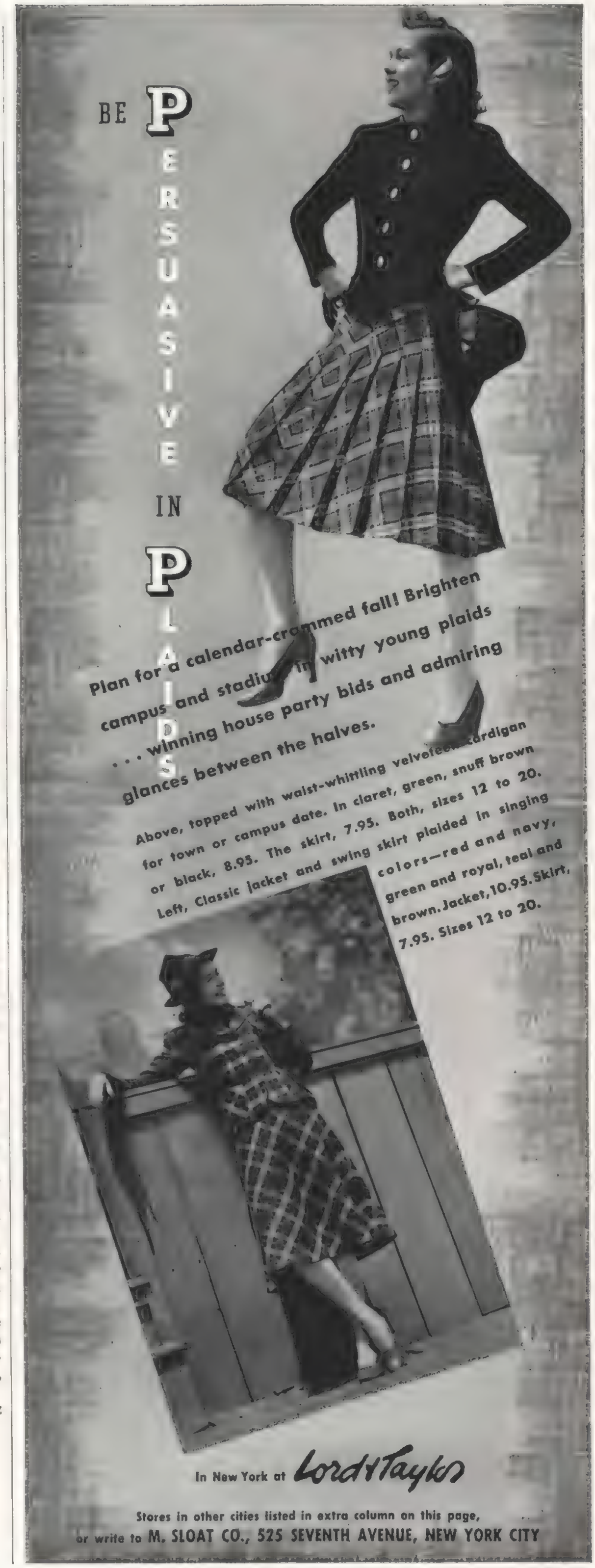
To continue on the Hawaiian theme, we recently had an especially smooth rum cocktail made by some one who had just come back from Hawaii. He called the drink a Jamaica Pine, and it was simple as anything to make. Two-thirds Jamaica rum and one-third Dole's unsweetened pineapple-juice are shaken with shaved ice until the liquid is frappéed, then strained and poured. Another little stunt that this host had acquired from a Honolulu bartender was pineapple *kabobs* for Old-Fashioneds. He made these by piercing two pineapple "gems," separated by a Maraschino cherry, with a toothpick. The "gems" are those uniform, spoon-size pieces of pineapple which the Dole people put out in tins and which taste amazingly like fresh fruit. Their uses are practically unlimited in this convenient form.

Speaking of cocktails, Heublein's ready-mixed cocktails, by the bottle, are life-savers for those of you who get into something of a dither when you're trying to make Manhattans or Martinis that men won't laugh at. All you have to do is add the cherry or olive.

All of which leads us gently to wines. You can find splits of well-known ones, practically for the proverbial song. Macy's has a Bollinger champagne, and Williams and Humbert dry sack sherry, each for less than $1; and a Benedictine at less than $2. Nice to put in steamer baskets for friends who are sailing or even for your week-end hostess. Or at prices like these, you might use them for cooking.

BERTINA FOLTZ





BLOUSE OF THE MONTH *

Delwin

$3.50

AT LEADING RETAILERS

*REG. U. S. PAT. OFF.

'Coach'
is our Back-to-School
number for fall 1939. It is a youthful tailored shirt to go with your tweeds and woolens. Ideal for town and campus wear. Made of diagonal rayon crepe of Celanese* yarn. Lovely fall colors.

MARKAY WAIST HOUSE 525 Seventh Avenue New York

PRIX DE PARIS . . . SUMMING-UP

By Martha Swigart, second prize winner in Vogue's 1939 contest

ON page 123 is the announcement of the Fifth Prix de Paris—the newest edition of Vogue's career contest for college girls. As you read it, you quite probably wondered,

"What's become of the girls who won in previous years? What did the Prix de Paris do for them?"

Vogue wanted to know, too, and has kept in close touch with its contestants in the first three years. This report is submitted: for twenty-eight of its top-ranking girls, and for many of the non-winning entrants as well, the Prix de Paris has been the first step on the way to a fashion career.

This career competition for college seniors has brought thirteen girls to the Vogue staff. Of these thirteen Prix girls, five still remain with Vogue. Katharine Roberts, winner of the distinguished special award in 1936, has combined her marriage and her copy-writing job without effort. Helen Hartman, tall and fair, second prize winner in 1938, divides her time between writing for the editorial department and planning production schedules for the Vogue Merchandise Service. Kathryn Coleman, a contestant in the 1936 Prix, was hostess at first in the reception-room of Vogue and now answers reader queries in the Information Service. The prize winners this year join the Vogue staff this summer.

Sensitivity to fashion and executive ability have taken other Vogue winners into merchandising. Petite and ambitious Eloise Davies, honourable mention winner in 1936, is clothes consultant for business girls at John Wanamaker's. Under the name of Kate Hemingway, she dovetails wardrobes with budgets for New York career girls. Adrienne Wormser, honourable mention of 1938, is learning to buy table-linens at Macy's. First prize winner in 1937, Virginia Van Brunt, after spending six months in Paris, now is the assistant to the fashion coordinator at Bonwit Teller. There, among her shifting duties, she is in charge of photography for magazines, and helps arrange fashion shows.

In retail work are two of Vogue's Prix de Paris honourable mentions: Mary Command, '36, at J. L. Hudson in Detroit, and Elizabeth Hill of the same year, at Woodward and Lathrop Company, Washington, D. C. For a time, Myrle Walter advised college girls on their wardrobes at Carson Pirie Scott and Company in Chicago. An honourable mention in the 1938 Prix determined Marjorie Fitch to concentrate on a future in fashion work; she studied at the Tobé-Coburn School for Fashion Careers in New York last year, and is now with Macy's.

Retail and newspaper advertising have claimed other Prix de Paris girls. Katya Alpert, honourable mention in 1936, wrote advertisements for C. Crawford Hollidge in Boston for a time, and had charge of promotions for a specialty shop in Fitchburg, Massachusetts.

L. S. Ayres & co.
INDIANAPOLIS
advises: "Sculptured white jersey—and Lux to keep it plaster-white"

"Look 'smooth' as a statue at college formals," counsels L. S. Ayres. "This enchanting dress will serve you handsomely all year through. Rayon jersey Luxes beautifully (a thrifty thought)—will stay sparkling white. Don't risk harsh soaps that contain harmful alkali. Lux is safe for anything safe in water."

LUX

Fine stores everywhere recommend Lux

TOES take an upturn

• Wiggle your toes in rapture! This Walk-Over's so roomy and ravishing! "Upped" in front, and smartly short-looking. The DRUM, pebbled kid with puffed patent. In raven black or bittersweet brown. $10.75

Walk-Over

548 FIFTH AVENUE, NEW YORK
LONDON, PARIS

PRIX DE PARIS . . . SUMMING-UP

Alma Ranson, who won honourable mention in the 1937 contest, went straight to a copy-writing job in Charleston, South Carolina.

Secretary to Christopher Morley on the *Saturday Review of Literature* is Elizabeth Winspear, honourable mention in 1937, who worked in the Vogue Merchandise Service for several months. Marjorie Keller, of the same year, wrote fashion copy for *Fashions of the Hour*, magazine of Marshall Field and Company in Chicago; she is now advertising manager of Hess Brothers' department store in Rockford, Illinois.

Planning backgrounds for fashion photographs and directing style shows at the New York World's Fair are two of the multiple jobs done by Mary Laura Vance, honourable mention in the 1938 Prix de Paris, who is stylist for Eastman Kodak Company. Donna Reid, 1937 honourable mention winner, is a fashion writer for a West Coast magazine, while Margaret Houck, also of the 1937 edition of the Prix, writes copy for the Peerless Pattern Company in New York. Maxine Gladding, 1938 honourable mention, is assistant advertising manager of the *Moline Dispatch*, Moline, Illinois.

Other Prix de Paris winners are employed at the New York World's Fair this summer. Rosemary Farr, 1937 honourable mention winner, who was on Vogue's editorial staff, is now in the Town of To-morrow. Elizabeth Baker, 1938, is in the Transportation department, and Doris Gaskill, a 1937 contestant, once on Vogue's staff, is at the Dick Mimeograph display.

Vogue's Prix de Paris claims no credit for the marriages of the seven prize and honourable mention winners who have retired from the job competition, but we like to think that the rest of their lives will be richer for their participation in the contests. Marjorie Field, first prize winner in 1936, Alice Schultz, second in 1937, and Valentine Porter, 1938 first prize winner, have married, as have Margaret Marquart, 1937, and Ruth Goodwin, 1936, both winners of honourable mentions. Ellis Morris and Elaine Evans, who were awarded positions in the Vogue office as a result of their work in the 1936 Prix, have also married.

There are many other Prix graduates following fashion careers; winner and non-winner alike, they made large investments in the contests, pouring in their intelligence, vitality, and a good deal of midnight oil. Their dividends have been the jobs we've outlined, and for some of them entirely new lives. In their individual ways, they've proved that to the college girl interested in a fashion career, Vogue's Prix de Paris opens the way to success. And they've proved that every contestant, winner or not, has won a new alertness, wider horizons of interest, and an acquaintance with the best in every field covered by Vogue.



GROSS-SYDNEY, Inc., 498 SEVENTH AVENUE, NEW YORK CITY





Write us for the name of the one fine shop in your city that shows it. NAN TAILOR, 1375 Broadway, N. Y.

SILVER GIFTS FOR



SYSTEM in everything appeals to us, and the way in which many brides approach the acquisition of their table silver seems to us a matter for admiration. Unless these brides know that they are going to inherit their silver or receive it complete as a gift from one relative, they decide early in the wedding plans what pattern they want, and how much silver they think they will need. Then, they go into a huddle with the local jeweller and tell family or friends, who really want to know, what pieces they would like to have given to them. This avoids the bother of duplication and exchange and makes every one feel very pleasant about giving just what is wanted.

But every so often the system works so well that some one, who especially wants to give the bride some part of her silver service, even if it is a small part, finds that all the designated items have already been ordered when she gets around to choosing her gift. And even the bride herself sometimes discovers that, despite lists, there are some pieces she hadn't thought of, but would welcome after she has her household in running order. With such contingencies in mind, we are suggesting here some "extra" pieces of silver which may not figure on the usual lists, but which, we think, will be welcome whether the service is destined for a large or small ménage.

One such item is the oyster-fork. If you don't have these forks, you can't serve oysters or clams. People are much too prone to relegate these to restaurant meals, and this, to our minds,





AUTUMN BRIDES

is a mistake, because they make such a nice, and, in small households, unexpected beginning to a meal. Another good "extra" is a cheese-scoop. A fine Edam, kept moist by the addition of a few drops of port, is ideal to have on hand as a centrepiece for a cheese-tray, and you can't serve Edam cheese without a scoop.

If the master of the house fancies himself as a carver or is a shot who really provides game for the table, a silver game set, complete with shears, will call forth cheers. This he himself can manipulate on the bird—placed on the sideboard to allow him elbow-room. When the silver service is at all extensive, fish-knives and forks are an inspired addition. These are really extras, because luncheon knives and forks are entirely adequate for fish. But the very possession of special knives and forks spurs the young hostess on to provide special fish courses, which is all to the good.

The buffet type of service that is the background of the younger generation's entertaining calls for more ladles for sauces and dressings than a bride usually anticipates, and a lemon-fork is one of those necessary items that is frequently forgotten in list-making. The standard silver patterns include all or most of these pieces, and we have suggested items that range from little remembrances to grand gifts.

Of course, if you want to give platters and large dishes and bowls, you don't need suggestions from us for these. But there are welcome, though less glorified, gifts in which duplication doesn't matter, because the pieces can be put to such a variety of uses—sauce-boats of different sizes; simple little bowls; and small trays to hold anything from cocktail napkins to a single glass of sherry; small sugar bowls and cream pitchers for informal tea-trays or early morning tea.



DE PINNA says: "Lux your socks the way you do your stockings"

Socks wardrobes go to college—downy monogrammed angoras to match sweaters, ribbed wools for sports, imported English lisles. "Whether you wear socks 'straight' or over stockings, Lux them after each wearing," advises De Pinna. "They'll last longer. Lux won't fade colors or shrink wool. Safe in water, safe in Lux!"



Fine stores everywhere recommend Lux



PARISTYLE CREATES "COLONNADE,"

GRACEFUL AND GAY WITH ITS TAPERING COLUMNS AND GENTLE DRAPING. IN BLACK, BROWN, NAVY, GREEN OR WINE. SUEDE OR SOFT-CALF. $5

(SLIGHTLY HIGHER WEST OF THE ROCKIES)

At fine stores everywhere, or write:

PARISTYLE BAGS, INC., 33 EAST 33rd ST., N. Y.



DRAWSTRING DRAMA

In an English drape sweater. A drawstring neckline tied in a fresh young bow. Ribbing like tucks making a yoke in the back and softness in front. An IRWILL classic that has both glamor and drama.

B. ALTMAN & CO., New York

For store in your city write to

IRWILL KNITWEAR CORP.

1372 BROADWAY • NEW YORK CITY



BRADLEY goes to college with the country's smartest girls! Tucked into suitcases, crammed into trunks—swooped up by twos and threes at the new lower prices! Illustrated is a genuine Bradley cardigan, of Shetland blend wool, in artist-palette shades. Expensively soft, but costing only $3.95. • Other Bradley cardigans and blouses, $1.95 and $2.95. • Ask for BRADLEY at your favorite store.

Bradley
Delavan, Wisconsin

HEADLINING YOUTH



QUINLEY HATS ARE SOLD BY THESE AND OTHER LEADING STORES:

B'way Dept. Store, Inc., Los Angeles, Calif.
Columbia D. G. Co., Houston, Texas
W. A. Green Co., Dallas, Texas
Hale Bros. Stores, Inc., San Francisco, Calif.
Herzberg's, Inc., Omaha, Neb.
Kahn's Dept. Store, Inc., Oakland, Calif.
The S. Kann Sons Co., Wash., D. C.
Mandel Bros., Inc., Chicago, Ill.
Oppenheim, Collins & Co., Inc. (4 stores)
Rosenbaum Co., Pittsburgh, Pa.
The Shepard Co., Providence, R. I.

BRUSHES FOR BEAUTY



EVEN back in our Mother's days, when ladies rice-powdered their noses furtively and bit their lips and pinched their cheeks to arouse daring colour, they were not afraid to wield a busy hair-brush. And some job it must have been, too, grooming those long, silk manes by the hour. Now when your best friend goes about close-cropped and ringleted like a baby Greek god, hair-brushing is still important, but easy. After the prescribed well-placed strokes with a good group of boar's bristles, the lady lays aside the brush. And, in its place, she picks up another one. And another and another.

We just noticed the other day how much our dressing-table resembles a painter's studio. There's a thin, flat lipstick brush; it gives a wonderful clean line and is particularly good for disguising the shape of the lips. And the babyish-looking, soft powder-brush. And many others. Let's begin at the top of your head. Very well, you have brushed your hair. Now we will get at your face.

Believers in soap and water for the complexion find it's stimulating and make-up-removing to use a soft face-brush to work up a lather. When you powder, you whisk off surplus make-up with the baby powder-brush, blending your face-and-neck surface, so that you don't look like a different person from the jaw down. You line your top eyelids very carefully with a common paint-brush and a touch of mascara, drawing the line outwards slightly beyond the eye for evening, for a faun-like look. You apply your mascara with the brush that comes in the box, and

Ro-Jené Lingerie for Fashion Credits



At your favorite store, or write
RO-JENÉ, INC.
102 Madison Ave. • New York City

BRUSHES FOR BEAUTY

you have a spare one like it for grooming your lashes and brows in odd moments. Advocates of this practice swear it makes lashes grow, and the advocates usually look wonderfully fringed, too. You have a spiral lash-brush to encourage these beautiful lashes to curl when they are grown. You wield the lipstick-brush we mentioned before. Your portrait is complete.

You scrub yourself all over in the tub. This is no news to you, but it's a good thing to remind you of how scrubbing will break down fatty tissues. Lots of people don't realize how heartening it is for the toes to receive a really businesslike brushing. They love it. Some night when you drone "I can't dance, I got woes in my toes," remember this, plus a splashing of very cold water. La, it will not be you, but Nijinsky who springs from the tub!

And, of course, brush your hands and nails, too. There's no new news in this, only a nudge to tell you that scrubbing strengthens the nails—makes them less breakable. We've found that for people with shaky hands, a long-handled camel's-hair paint-brush—the kind you find in an art supply store—is a wonderful help in putting on polish. We don't know if it's the old mastery feeling of it or what that makes your hand more steady this way, but we've tried it on various movers and shakers among our friends, and it works like a charm. After each application, simply clean the brush in polish remover, and it's as good as new.

In your hand-bag, you carry a combination brush-and-comb, to have control over your waves at all times, and keep the nape of your neck sleek. Also, in your hand-bag, you carry a mirror, we trust, and, as you look at yourself, you glow with pride at the fine picture you have created with your arts and brushes. You are the new painted woman. And you are not a creature of shame; the effect is natural and pretty. And you are glad of the artist in you.



They're grand sports on the campus, with casual sweaters and flannels. They have the most admirable savoir faire with sophisticated tweeds for town and travel. And though they are made of the finest leather-lined calfskin, they cost but 1.50 and 2.00, or thereabouts, at the best stores all over the country.

SLOTE & KLEIN, INC. • NEW YORK
world's premier maker of quality belts for women
Copr. 1939, Slote & Klein, Inc. *Reg. U. S. Pat. Off.

JR. V-Ette WHIRLPOOL
for the very young or miniature bust

Moulding it into softly accented curves—controls the growing bust with proper modeling and makes the mature small bust seem larger . . . . . 2.00 and up

... At Your Favorite Shop or Department





V-Ette WHIRLPOOL
to make the beauty of youth more lovely

Circular rows of stitching mould the bust into youthful curves and prevent shrinking of the bra—a reinforced centre "V" gives smart indentation . . . . . 2.00 and up

Write Studio "M" for Booklet

HOLLYWOOD-Maxwell CO.
6773 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIFORNIA
The Brassieres Used Exclusively in Paramount Pictures

"JACOAT"
for Her Majesty
THE AMERICAN MISS
IN AUTHENTIC SOVEREIGN PLAIDS

A trim little *jacket*—a darling *topcoat*—all in one. We've used our ingenuity to bring you "JACOAT", thethriftiest bit of tailoring that ever took a campus by storm! Cut square as a box for that stunning, broad shouldered look . . . the one thing you'll take out of the closet every time you ask yourself "What shall I wear?"

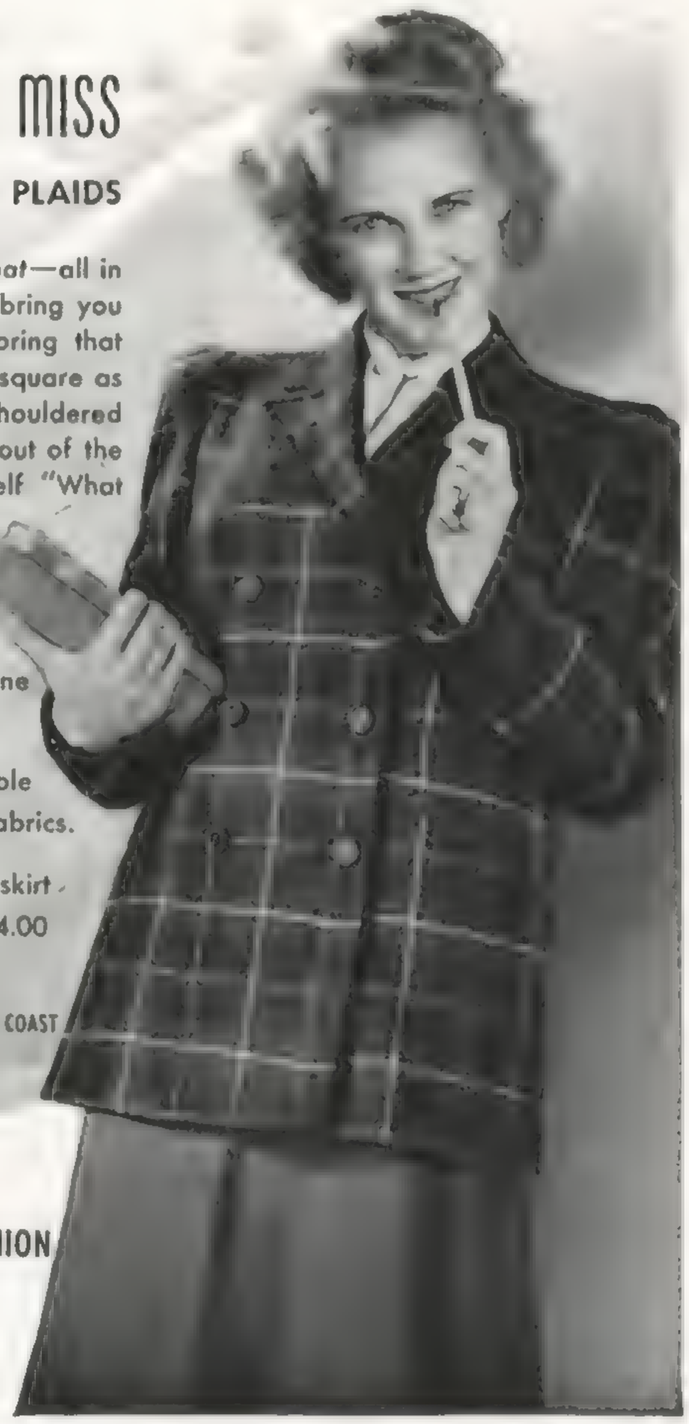
Lined with EARL-GLO
in Misses and Junior sizes

How can you resist buying one for only $10.95

"JACOATS" are also available in other fashion right all wool fabrics.

The all wool shetland type skirt in harmon-izing colors at $4.00

AT YOUR FAVORITE STORE FROM COAST TO COAST



"JACOAT" is a Sporteens INC. FASHION
1372 BROADWAY N. Y. C.

SOCIETY

BIRTHS

NEW YORK

Hitchcock—On July 6, to Mr. and Mrs. Thomas Hitchcock, junior (Margaret Mellon), of New York and Sands Point, Long Island, twin sons.

Kipp—On July 5, to Mr. and Mrs. Donald B. Kipp (Beatrice Vernam Behr), a daughter.

Neuhauser—On June 20, at the Pennsylvania Hospital, to Dr. Edward Blaine Duncan Neuhauser and Mrs. Neuhauser (Gernda von Briesen), of Philadelphia, Pennsylvania, a son.

Poor—On May 21, to Mr. and Mrs. Edmund Ward Poor (Catharine Blanche Wynkoop), of Bay Shore, Long Island, a son, Henry Wynkoop Poor.

Rossiter—On May 10, to Mr. and Mrs. Arthur W. Rossiter, junior (M. Frances Allen), a son, Edward Van Wyck Rossiter.

Slocum—On May 19, to Mr. and Mrs. H. Turner Slocum (Hildegarde Roelker), of "The Hedges," Glen Cove, Long Island, a daughter.

Stout—On May 20, to Mr. and Mrs. Harry Howard Stout, junior (Maxine Carder), a son.

Tison—On June 25, to Mr. and Mrs. Paul Tison (Helen M. Hines), of New York and Darien, Connecticut, a daughter, Mary Walker Tison.

Veeder—On May 12, to Mr. and Mrs. Francis L. Veeder (Iris Sellar), of Hewlett, Long Island, a son, David Sellar Veeder.

Vietor—On June 21, to Mr. and Mrs. Southwick Vietor (Barbara Hall), a daughter, Diana Vietor.

Williams—On May 8, to Mr. and Mrs. Clarke Williams (Margaret S. Button), a son, Thomas Button Williams.

BIRTHS

Wilmerding—On July 8, to Mr. and Mrs. Henry A. Wilmerding, junior (Kathleen G. Rathborne), a son, Henry A. Wilmerding, third.

Wing—On June 27, to Mr. and Mrs. Henry Van Duzer Wing (Beatrice Barclay Elphinstone), a daughter, Elizabeth Elphinstone Wing.

BOSTON

de Forest—On June 26, to Dr. Gideon K. de Forest and Mrs. de Forest (Isabel Shaw), of Concord, Massachusetts, a daughter, Caroline de Forest.

CHARLESTON, WEST VIRGINIA

Ratrie—On May 25, to Mr. and Mrs. Turner Ratrie (Mary Price Dickinson), a daughter, Nelle Price Ratrie.

CHARLOTTE, NORTH CAROLINA

Pierce—On June 7, to Mr. and Mrs. Grainger Pierce (Frances Allen), a daughter, Sally Ann Pierce.

CINCINNATI

Dana—On May 17, to Mr. and Mrs. Stephen Frink Dana (Emily C. Hawley), a son, Stephen Frink Dana, third.

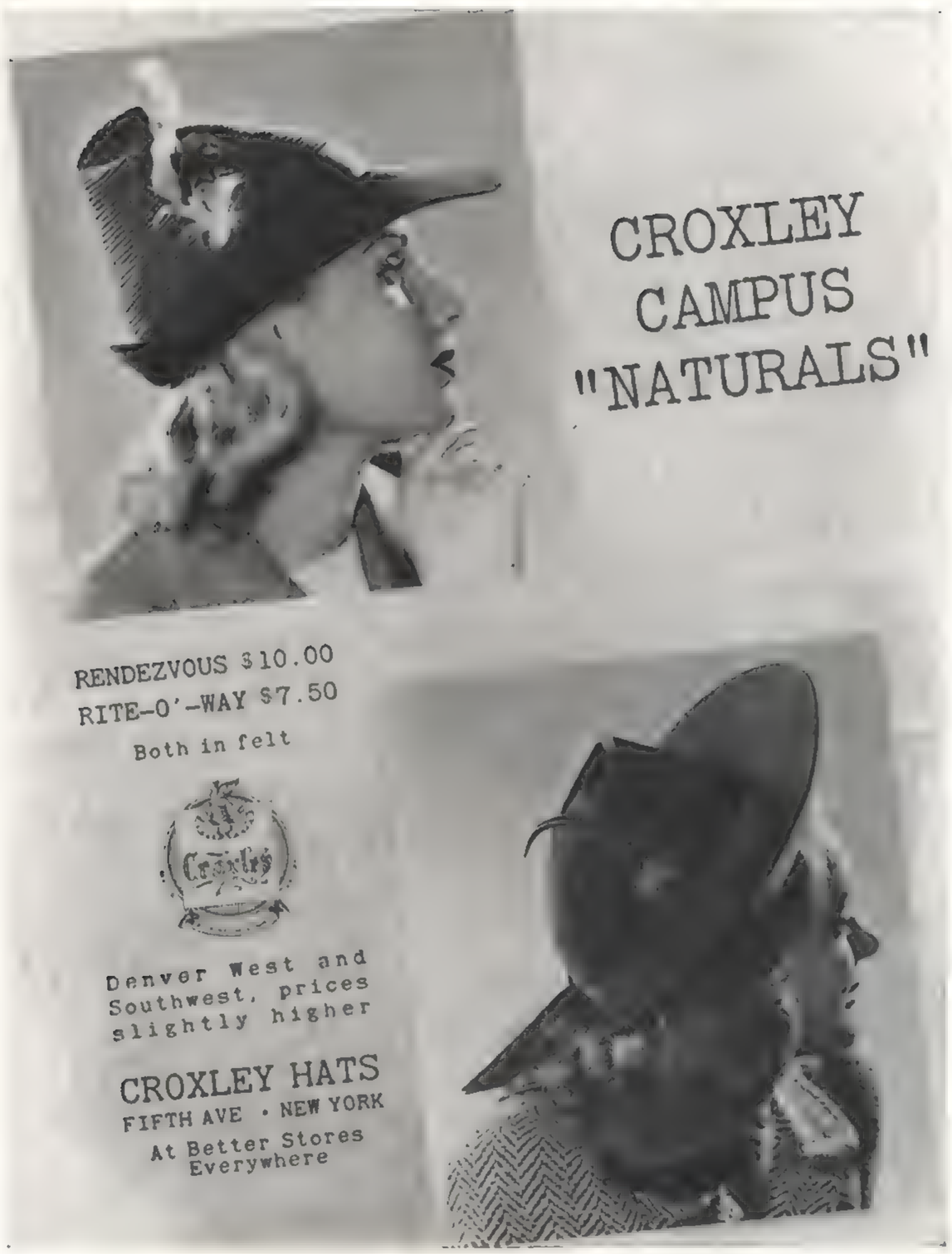
ELIZABETH

Kellogg—On July 2, to Mr. and Mrs. James Crane Kellogg, third (Elizabeth Irwin), a son, James Crane Kellogg, fourth.

ELMIRA

Gano—On June 19, to Mr. and Mrs. Kenneth C. Gano (Ruth Gallup), a son, Barclay P. Gano.

Phillips—On June 25, to Dr. William R. Phillips and Mrs. Phillips (Norma Thompson), a daughter.







SOCIETY

BIRTHS

Young—On June 21, to Mr. and Mrs. Edgar R. Young (Esther Knapp), a daughter, Martha Susan Young.

GREENWICH

Beane—On May 28, to Mr. and Mrs. Alpheus Crosby Beane, a son.

LA JOLLA

Brockway—On May 2, in Shanghai, China, to Lieutenant George Henry Brockway and Mrs. Brockway (Elizabeth Anne Rubicam), of La Jolla, California, and Shanghai, China, a daughter, Sue Anne Brockway.

LYNCHBURG, VIRGINIA

Sackett—On May 31, to Mr. and Mrs. Paul Edmunds Sackett (Bessie Graves), a son, William Graves Sackett.

Slaughter—On June 1, to Mr. and Mrs. Samuel Garland Slaughter, junior (Rhoda Howard), a daughter, Nancy Vaughan Slaughter.

MEMPHIS

Firestone—On June 18, to Mr. and Mrs. Raymond C. Firestone (Laura A. Lisk), a daughter, Judith Ann Firestone.

Mallory—On June 17, to Mr. and Mrs. Barton Lee Mallory, junior (Agnes A. Howell), a son, Barton Lee Mallory, third.

NEW HAVEN

Leonard—On June 13, to Mr. and Mrs. Robert Jarves Leonard, junior, a son, Robert Jarves Leonard, third.

PHILADELPHIA

du Pont—On July 6, to Mr. and Mrs. Richard C. du Pont (H. Allaire Crozer), of Granogue, Delaware, a daughter.

BIRTHS

Warriner—On June 27, to Mr. and Mrs. John Dorrance Warriner (Elizabeth P. Edgar), of Newtown Square, Pennsylvania, a daughter, Elizabeth Dorrance Warriner.

POUGHKEEPSIE

Mitchell—On May 30, to Mr. and Mrs. Charles A. Mitchell (Elizabeth Shacklette), a daughter.

SAINT JOSEPH, MISSOURI

Goetz—On July 16, to Mr. and Mrs. Michael Karl Goetz, second (Nancy Russell), a son, Michael Karl Goetz, third.

SIOUX CITY

Britton—On May 4, to Mr. and Mrs. Franklin Britton (Robinette Naftzger), a daughter.

SPOKANE

Greene—On May 15, to Dr. Phillip Greene and Mrs. Greene (Marjorie Wilcoxson), a son, John Burkland Greene.

Greenough—On May 10, to Mr. and Mrs. Joseph Greenough (Agnes Anderson), a daughter, Ann Agnes Greenough.

SYRACUSE

Havemeyer—On May 26, to Mr. and Mrs. John Francis Havemeyer, junior (Elizabeth Morse), a son, John Francis Havemeyer, third.

TAMPA

Hayes—On June 9, to Mr. and Mrs. Joseph Hayes (Sarah Hulsey), a daughter, Sally Jo Hayes.

Hill—On June 18, to Mr. and Mrs. Herbert Hill (Mildred Van Eepoel), a son.

(Continued on page 168)



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SOCIETY

(Continued from page 167)

BIRTHS

TORONTO, ONTARIO

Gurney—On May 12, to Mr. and Mrs. Edward R. Gurney (Barbara Rogers), a son.

Heintzman—On May 14, to Mr. and Mrs. George T. Heintzman (Mary Ripley), a son.

Ruddy—On May 14, to Mr. and Mrs. Robert Ruddy (Jessica Wilkinson), of Pickering, Ontario, a daughter, Diana Carolyn Ruddy.

Wotherspoon—On May 8, to Mr. and Mrs. Gordon deS. Wotherspoon (Margaret Warren), a son.

WATERBURY

Jones—On May 7, to Mr. and Mrs. Edward R. Jones, a son, Bennett Jones.

WINSTON-SALEM

Glenn—On June 19, to Mr. and Mrs. Archer B. Glenn (Louise Scales Galloway), a son, Archer B. Glenn, junior.

WEDDINGS

NEW YORK

Close-Whitmarsh—On June 26, in Saint James' Episcopal Church, Mr. Frank Alexander Close, son of the late Frank N. B. Close and Mrs. Close, and Miss Anne Whitmarsh, daughter of Mr. and Mrs. Francis Leggett Whitmarsh.

Cutter-Baldridge—On July 29, in Sage Chapel, Cornell University, Ithaca, New York, Mr. John Eliot Cutter, son of Mr. and Mrs. Eliot Cutter, of New York and Westhampton Beach, Long Island, and Miss Jean Baldridge, daughter of Mr. and Mrs. John Lakin Baldridge, of Ithaca and Bermuda.

Dear-Alker—On May 4, in the chapel of Saint Bartholomew's Church, Mr. William Yerrington Dear, junior, son of Mr. and Mrs. William Yerrington Dear, of Montclair, New Jersey, and Miami Beach, Florida, and Mrs. Thelma Tipson Alker, daughter of Mrs. Leonard Dreyfuss, of New York and Essex Fells, New Jersey.

del Monte-Macy—On July 6, in New York, Prince Ranieri Bourbon del Monte, principe di San Faustino, son of the late Prince Carlo di San Faustino, Marquis del Monte Santa Maria, and of the late Princess di San Faustino, and Mrs. Bodrero Macy, of Santa Barbara, California, daughter of Mrs. William M. Clearwater, of New York and Tuxedo Park, New York, and of Commendatore Alessandro Bodrero, of Rome, former Italian Minister at Belgrade.

Platt-Achelis—On July 15, in Christ Episcopal Church, Greenwich, Connecticut, Mr. Frank H. Platt, second, of Rye, New York, and Miss Audrey Achelis, daughter of the late Frederic G. Achelis and Mrs. Achelis, of Greenwich.

Prentice-Potter—On May 12, in Roslyn, Long Island, Mr. Sheldon Ellsworth Prentice, son of Mr. and Mrs. Bernon S. Prentice, of New York, and Miss Sheila Potter, daughter of Mr. and Mrs. Edwin Augustus Potter, of Roslyn.

Rogers-Brown—On June 21, in Trinity Church, Roslyn, Long Island, Mr. Edmund Pendleton Rogers, junior, son of Mr. Edmund Pendleton Rogers, of New York and Aiken, South Carolina, and Miss Beatrice R. Brown, daughter of Mrs. Henry B. Thompson, junior, of Glen Head, Long Island.

BALTIMORE

Heuser-Delevett—On June 10, in Grace Methodist Episcopal Church, Baltimore, Maryland, Dr. Victor Lemoine Heuser, son of Mr. and Mrs. L. V. Heuser, of Glen Ridge, New Jersey, and Miss Jane Fitzhugh Delevett, daughter of the late Dr. James Melvin Delevett and Mrs. Delevett, of Baltimore.

BOSTON

Enos-Plimpton—On August 12, in Saint Paul's Church, Dedham, Massachusetts, Mr. Alanson T. Enos, third, son of Mr. and Mrs. Alanson T. Enos, junior, of Greenwich, Connecticut, and Miss Alice H. Plimpton, daughter of Mr. and Mrs. Howard Emerson Plimpton, of Norwood, Massachusetts.

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SOCIETY

WEDDINGS

Graham-Putnam—On June 17, in Emmanuel Church, Manchester, Massachusetts, Mr. John MacDougall Graham, son of Mr. and Mrs. Kelley Graham, of New York, and Miss Barbara Putnam, daughter of Mr. and Mrs. George Putnam of Boston, Massachusetts.

CHARLOTTE, NORTH CAROLINA

Choate-Glover—On June 10, in Saint Martin's Episcopal Church, Dr. Allyn Blythe Choate, son of Mr. Joseph L. Choate, and Miss Sarah Whitney Glover, daughter of Mr. Fred Weston Glover.

CINCINNATI

Carnan-Brown—On June 24, the Reverend Charles Walter Carnan, junior, son of Mr. and Mrs. Charles Walter Carnan, of Baltimore, Maryland, and Miss Emily St. Clare Brown, daughter of Mr. and Mrs. Bruce Whiting Brown.

Cromwell-Kittredge—On May 13, in Fredericksburg, Virginia, Dr. Henry A. Cromwell, of New York, and Miss Anne Kittredge, daughter of Mrs. Margaret Gorman Kittredge.

Hawley-Wilder—On June 10, Mr. C. Bart Hawley, son of Mr. and Mrs. H. Bart Hawley, and Miss Mary Alexina Wilder, daughter of Mr. and Mrs. Charles H. Wilder.

Messler-Gamble—On June 14, Mr. Joseph D. Messler, son of Mr. and Mrs. Joseph Watson Messler, of Springfield, Ohio, and Miss Elizabeth Louise Gamble, daughter of Mr. and Mrs. Cecil H. Gamble.

CHICAGO

Fahnestock-Jeffery—On May 1, Mr. Harris Fahnestock, junior, of New York and Boston, Massachusetts, son of Mr. Harris Fahnestock, of New York, and Miss Frances Clarke Jeffery, of Chicago, Illinois, daughter of the late Mr. and Mrs. James Clarke Jeffery.

WEDDINGS

CLEVELAND

Ackerman-Ainslie—On July 15, in Saint Paul's Episcopal Church, Cleveland, Ohio, Mr. William Houston Ackerman, son of Mr. and Mrs. Morris Ackerman, of Cleveland and Sebring, Florida, and Miss Margaret Joerder Ainslie, daughter of Mr. and Mrs. James E. Ainslie, of Cleveland.

Morley-Ainslie—On July 17, in Saint Paul's Episcopal Church, Cleveland, Ohio, Mr. Henry Cofinberry Morley, son of Mr. and Mrs. John E. Morley, of Cleveland and Kirtland, Ohio, and Miss Mary James Ainslie, daughter of Mr. and Mrs. James E. Ainslie, of Cleveland.

LINCOLN, NEBRASKA

Roehl-Ames—On June 3, Mr. Frank Edward Roehl, son of Mr. and Mrs. Frank A. Roehl, and Miss Margaret Capron Ames, daughter of Mr. and Mrs. Ernest Capron Ames.

MEMPHIS

Greenway-Thompson—On June 3, Mr. Gilbert C. Greenway, third, son of Dr. James C. Greenway, junior, and Mrs. Greenway, of Greenwich, Connecticut, and Miss Lucia Thompson, daughter of Mr. and Mrs. L. K. Thompson.

NEWPORT

Strutt-Frazer—On July 15, in Newport, Rhode Island, the Hon. Michael Strutt, son of Lord Belper and the Countess of Rosebery, and Miss Aerielle Frost Frazer, daughter of Mr. and Mrs. Joseph Washington Frazer.

PASADENA

MacLeod-Wheeler—On June 28, in All Saints Episcopal Church, Pasadena, California, Mr. Albert Harris MacLeod, son of Mr. and Mrs. Norman Langley MacLeod, and Miss Laura Wheeler,

(Continued on page 172)

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A.

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WEDDING PAPERS



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UNDERTHINGS



TONI FRISSELL



Mr. and Mrs. Bidstrup's cabin in British Columbia

WE LIVE IN LIKELY, B. C.

By Fannie Whitfield Bidstrup

(EDITOR'S NOTE: *Mrs. Holger Bidstrup is the former Fannie Whitfield. She went to Foxcroft and schools in Paris, and was Honorary Whip of the Middleburg Hounds for several years. Virginia was her home before she fell in love with British Columbia and the Canadian Rockies. Her husband is Danish; both of them adore hunting and shooting. Sometimes they come East for the winter; other times, they just let themselves get snow-bound. Below, Mrs. Bidstrup tells about her life in Likely, B. C.*)

WE built our own log cabin, and every stick of furniture but the beds.

The nearest store is six miles away by boat or by snowshoe, and we shop only five times a year.

We have no electric lights or telephone.

We make our own bread, pickle our own trout, and shoot our own bear meat.

In three months last year, we saw only seven people.

Yet we live and like it, in Likely, B. C.

B. C., of course, stands for British Columbia, that paradise of spruce, moose, and Canadian Rockies north of latitude 50°. Likely, B. C., is a little outpost not even in the atlas. It's in hunting and gold-mining country—the timber is too wind-twisted for logging. You could say we have reverted to the simple life—it *is* simple, except for stray grizzly bears, a cabin catching fire, and a lot of hard work....

On the shores of Quesnel Lake, one of the third or fourth largest in British Columbia, and two days' drive from Vancouver, we built our cabin, "Quand Même." We built it small and tight, because it's heated only by an open fireplace in the winter. We felled the butter-brown cedar logs ourselves, and lined the ceilings with home-made "shake," or shingle to you.

Our living-room is twelve by fourteen feet; there's a fireplace (with built-in crane) and bookcases at one end. The gun-rack is on the left as you enter; I have two shotguns and a rifle (a Springfield 30.06, for bear-hunting); and my husband has two rifles and a shotgun. Bearskins and cedar stools and tables complete our furniture. For light, we use modern coal-oil or gasolene lamps; as for a telephone, we haven't one, thank goodness! We have a guest cabin, too, completely furnished, with two beds and a fireplace.

The kitchen looks like an old-fashioned country store. You buy things in a big way up here—two hundred pounds of sugar, three or four hundred pounds of flour; fifty-eight pounds of butter, kept in brine in the summer. In the root-cellar, we keep the vegetables and home-put-down fish and meat. We make our own "jerky"—meat which is cut into strips, salted, and smoked. Last autumn, I put down forty-seven quarts of rainbow-trout, Dolly Varden trout, and great lake-trout; as well as fifty quarts of moose and deer meat. Here also are stored the jars of home-

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S-4156	1.00	8421	.40	8458	.75
		8434	.40		



Mrs. Bidstrup (left) and her Eskimo dog, Kanookus

made jams I put down every August; saskatoon, raspberry, black currant, choke-cherry, and low-bush blueberry, gathered with a berry-comb.

Our means of transportation, aside from our own two feet and snowshoes in the winter, are a speed-boat, a large rowboat, and a mahogany canoe up at our hunting camp. For, besides our main place, we have built "Skookum Camp," on top of a lovely, nameless mountain, fifty miles up the lake by boat, among snow-capped mountains eight and nine thousand feet high.

At Skookum, we pursue two fruitful occupations: vegetable-gardening and hunting for everything except bighorn sheep, deer, and grouse. What if our peas don't ripen until September fifteenth—we have spring peas with the first wild duck of the season! It's wonderful country for grizzly and black bear, as well as moose, goat, and caribou. We usually pack from camp for about a two-weeks' hunting trip. The bears feed on the blueberry "burn" that stretches for miles up on the mountain, and moose cross it to get from one mountain to another. Here we do our bear- and berry-hunting at one blow. Personally, I prefer spring bear-hunting, if done very early, because you can get a better pelt.

There are lots of moose in the natural meadows at the head of the lake, only three miles from Skookum Camp. When we go there in the summer to fish, we snap pictures of the moose feeding. It's nothing to see eight or ten in an evening...a little red calf tagging behind a big, angry-looking cow; young bulls almost submerged, feeding in a slough, and coming up with long, mossy beards of vegetation. In September and October, these meadows are alive with duck, geese, and snipe. The big-game season begins September 1; wild fowl, September 15.

And the fish! A man from California got a sixteen-pound rainbow-trout last summer. The best I've done is an eight-pounder caught after dark. We had been trolling for lake-trout. You can get a lot of lake-trout that way, toward the end of September. The biggest one weighed twenty pounds.

My dog, Kanookus, is more one-man dog than most police dogs. Her mother was half wolf and half Eskimo dog; her father is part wolf and part husky. She will hunt and retrieve grouse, ducks, and geese; and catch fish in shallow water. And she's death on small coyotes—got six one autumn.

As for clothes, I wear flannel underwear, ski-pants, and a flannel or cotton shirt—a very comfortable costume suited to the life out here. In summer, it's likely to be quite hot—115° Fahrenheit in the sun, but there's always the lake to swim in. In the winter, it gets to be 30° Fahrenheit below, and then our Indian wool sweaters come in very agreeably. We also wear Indian-tanned buckskin leather jackets; and Bean boots, with hobnails, or calks, to keep from slipping on the omnipresent pine-needles. For dressing up at home, we put on clean shirts and soft moccasins. And we bathe, every Saturday night, in an old Army bathtub my father had in France. Sundays, we go to town to get the mail, and swap tales with the old prospectors and loggers. Cedar Creek Mine, the biggest placer-mine anywhere, is only a mile from us.

When I get East, there's nothing much I crave, except perhaps a boiled lobster—not even "tailor-made" cigarettes; I only miss those in a high wind and a driving rain.

BEST & CO. *says:* "Lux is classic care for smart sweaters"



Cable-thick yarn, light as zephyr, will be a campus queen this fall. "Lux this swank handknit and *all* your sweaters in lukewarm suds . . . never rub," Best's says. "Lux has no harmful alkali to shrink wool. It's safe for anything safe in water alone."



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CAPERS

When you shed your outdoor wrappings, don a pair of Capers, the softest, lightest slippers imaginable...at home with everything ...at home. Made of super-fine capeskin (sole and all) in six bright fall colors, and lined with gay plaid gingham. Only $4.95 a pair, at leading stores.

By joyce

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Yes, high above Central Park in one of New York City's towering vertexes, the stately Hotel Pierre, you will find the ideal suite...beautifully decorated...in *perfect vogue!*

If you are bent on apartment hunting this Fall, plan to include the Hotel Pierre in your calls—but come soon before the choicest selections are gone.



Hotel Pierre

Fifth Avenue at 61st Street
Edward H. Crandall, Managing Director

SOCIETY

(Continued from page 169)

WEDDINGS

daughter of Mrs. Louis McLaughlin Blankenhorn and the late Harold Sayre Wheeler.

PHILADELPHIA

Wetherill-Townsend—On June 9, in the Church of the Good Shepherd, Rosemont, Pennsylvania, Mr. William Chattin Wetherill, junior, son of Mr. and Mrs. William Chattin Wetherill, of Chestnut Hill, Pennsylvania, and Miss Mary Sharpe Townsend, daughter of Mr. John W. Townsend, of Bryn Mawr, Pennsylvania.

PRINCETON

Hartman-Sampson—On June 3, Mr. Lawton Mervale Hartman, third, son of Dr. Lawton Mervale Hartman, junior, and Mrs. Hartman, of York, Pennsylvania, and Miss Gail Elizabeth Sampson, daughter of Mr. and Mrs. William Shattuck Sampson, third, of Princeton, New Jersey.

SAN ANTONIO

Goeth-Crossette—On June 7, Dr. Carl Frank Goeth, son of Dr. Richard A. Goeth and Mrs. Goeth, and Miss Aurelia Crossette, daughter of Mr. and Mrs. Murray Fisher Crossette.

Fichtner-Crossette—On June 7, Mr. Russell Wedekind Fichtner, son of Mrs. Charles W. Fichtner, and Miss Virginia Maverick Crossette, daughter of Mr. and Mrs. Murray Fisher Crossette.

SPRINGFIELD

Carson-Rowley—On June 22, Dr. Parker C. Carson, son of Mrs. Parker C. Carson, of Sierra Blanca, Texas, and Miss Erla Steade Rowley, daughter of Mr. and Mrs. Arthur M. Rowley, of Springfield, Massachusetts.

WEDDINGS

STEUBENVILLE

Shelden-Weir—On June 17, in the chapel of Saint Bartholomew's Church, New York, Mr. Allan Shelden, son of the late Allan Shelden, and Mrs. Shelden, of Detroit, Michigan, and Miss Frances Weir, daughter of the late David Manson Weir and Mrs. Weir, of Steubenville, Ohio.

TAMPA

McMullen-Dawson—On June 6, Mr. Edmund McMullen, son of Mr. and Mrs. Alonzo B. McMullen, and Miss Helen Dawson, daughter of Mr. and Mrs. Penn Dawson.

TORONTO, ONTARIO

Gundy-Ritchie—On June 2, in the Bishop Strachan School Chapel, Mr. Charles Gundy, son of Mr. and Mrs. J. H. Gundy, and Miss Antoinette Ritchie, daughter of the late Harold F. Ritchie and Mrs. Ritchie.

VENCE, A. M.

Agaccio-Pearce—On May 3, at the Mairie of the Sixteenth Arrondissement, Paris, France, Commandant Noël Agaccio, of the French Army Air Force, and Mrs. Henry Pearce, of Paris and Vence, A. M., France, daughter of the late Mr. and Mrs. W. T. Cockram, of Torquay, Devon, England.

WINSTON-SALEM

Upton-Thomas—On June 17, Mr. Luther Jarvis Upton, junior, son of Mr. and Mrs. Luther J. Upton, of Norfolk, Virginia, and Miss Dorothy Eller Thomas, daughter of Mr. and Mrs. John Roby Thomas, of Winston-Salem, North Carolina.



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Style No. 1193. The young lady way up top in a new basque zipped up the front and very, very smart. Knit of Bernat's Miralaine Yarn.

Style No. 271. The other young lady uses algebraic symbols on her sweater. Knit of Bernat's Real Shetland Yarn.

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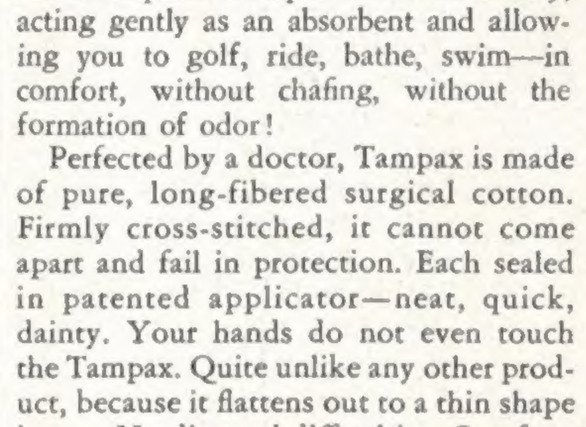
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